

trade news

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PR-17A 9-45

June 2, 1952

MARGARET TRUMAN AND SARAH CHURCHILL TO VISIT PREMIERE
WHEN KATE SMITH PRESENTS 'MATINEE IN NEW YORK'
WITH BILL GOODWIN AND ROBIN CHANDLER

PREMIERE

Bill Goodwin and Robin Chandler will be co-stars when Kate Smith presents MATINEE IN NEW YORK, the full hour quiz-variety Summer program on Monday, June 9 (NBC-TV, Mondays through Fridays, 4:00-5:00 p.m., EDT). Integrated into the program as a daily half-hour feature will be "Winner Take All." Bill Cullen, who has been associated with the quiz in the past, will resume his duties as quizmaster.

Featured guest stars for the premiere program will be Margaret Truman, who will introduce the stars and take them and the viewing audience on a guided tour through NBC's Hudson Theater in New York where the program originates, and Sarah Churchill.

The program, produced by Ted Collins with Barry Wood as associate producer, will be the Summer series taking the place of the "Kate Smith Hour," which will resume on Monday, Sept. 8.

The Summer program will retain many of the segments of the "Kate Smith Hour," such as producer Ted Collins' "Cracker-Barrel" interviews on film with headline personalities; the dramatic, human interest and information segments, variety acts and many others. New

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segment features will include old-time movies, New York gossip news with well-known newspaper columnists, vacation hints, notes on etiquette, Summer carnival acts and new comedy and variety discoveries.

Also to be seen once a week, rotating on different days and in different segments, will be "Vacation Wonderlands," a travel-for-fun series with NBC's Caroline Burke as narrator, giving advice and guiding viewers on vacation trips in the United States and around the world.

Bill Goodwin, who has been a star on NBC-TV's line-up, has, in addition, a number of radio program affiliations. He also has appeared in a number of top Hollywood motion pictures.

Robin Chandler has made numerous guest appearances on TV programs, including NBC-TV's "Leave It to the Girls."

Cullen's "Winner Take All" quiz, the battle of the buzzer and the bell, is played by two contestants at one time. It is a Mark Goodson and Bill Todman production.

Among the sponsors of the daily television show will be Procter & Gamble (Dancer-Fitzgerald-Sample, Inc.), Andrew Jergens Co. (Robert W. Orr Associates), Johnson and Johnson (Young and Rubicam, Inc.), Gerber Products Co. (D'Arcy Advertising Agency), and the Toni Company (Foote, Cone and Belding Adv.).

Directors for the Monday-through-Friday program will include Bob Eberle on Monday and Tuesday, Garth Dietrich on Wednesday and Don Hillman, on Thursday and Friday.

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The purpose of this report is to provide a summary of the findings of the study conducted by the research team. The study was designed to investigate the effects of the proposed intervention on the target population. The results of the study indicate that the intervention had a significant positive impact on the target population. The findings suggest that the intervention is effective in achieving the desired outcomes. The study also identified several limitations and areas for future research. The results of the study are discussed in detail in the following sections.

The study was conducted over a period of 12 months. The participants were recruited from various sources, including community organizations and social media. The study was designed to be a randomized controlled trial. The intervention group received the proposed intervention, while the control group received a placebo. The results of the study were analyzed using statistical methods. The findings indicate that the intervention group showed significantly higher levels of the target outcome compared to the control group. The results suggest that the intervention is effective in achieving the desired outcomes. The study also identified several limitations and areas for future research. The results of the study are discussed in detail in the following sections.

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June 2, 1952

ROMANTIC ADVENTURES OF 'THE SCARLET PIMPERNEL'

TO BE TUESDAY NIGHT FEATURE ON NBC RADIO

PREMIERE

The dashing and romantic adventures of THE SCARLET PIMPERNEL, who defied and outwitted the tribunals of the French Revolution, will be re-created on NBC radio in a weekly dramatic series starting Tuesday, July 1 (8:00 p.m., EDT). "The Scarlet Pimpernel," a Summer series, will take the time spot of the vacationing "Cavalcade of America."

The famous novel by Baroness Orczy, which has made fine motion-picture material on several occasions, will be adapted for radio by Joel Murcott, NBC script writer most recently of "The Big Show," who will write each weekly stanza as an individual adventure.

"The Scarlet Pimpernel" will be produced in London by Harry Alan Towers, well-known British producer of recorded radio programs broadcast all over the world and head of the Towers of London production firm.

Marius Goring, distinguished British actor, will be heard in the role of Sir Percy Blakeney, ostensibly a fop, a nitwit, a simpering poseur of the London drawing rooms. Unknown to anyone but a small band of vigilantes, Sir Percy is actually an incredibly brave and ingenious daredevil who, as the Scarlet Pimpernel, occupies himself with snatching doomed French aristocrats from the shadow of the guillotine.

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NEW NBC RADIO SERIES, 'WHO GOES THERE?' WILL ASSESS
U.S. FOREIGN POLICY; LEON PEARSON TO NARRATE

NBC's radio news department will present a four-part series assessing U.S. foreign policy in Western Europe. The half-hour documentaries, with Leon Pearson as narrator, will be entitled WHO GOES THERE? First program in the series will be aired on NBC's radio network, Friday, June 6, at 9:30 p.m. (EDT) with succeeding programs at the same hour on June 13, 20 and 27.

Pearson, NBC's United Nations correspondent, travelled through France and Germany for six weeks gathering facts for the series. He interviewed cabinet ministers and foreign office officials as well as farmers and factory workers in both nations.

Aided by NBC field engineer George Robinson, who took 12 trunks of latest-model tape recording equipment on the trip, Pearson covered Western Europe from barnyards to the new Krupp plant in Essen, seeking the answers to two questions which concern every American: Are we right in giving aid to the Germans? Are we right in assuming leadership in the defense of Europe?

The answers to these and other searching questions on American anti-communist policy in Europe will be heard on the "Who Goes There?" series. Titles of the four half-hour programs are: "American Occupation in France," "The French-German Conflict," "Who Goes There?" and "We Can't Go Home."

Pearson, acknowledged expert on European affairs, has attended Big Four Conferences in Moscow and Paris, is a Chevalier of the French Legion of Honor, and has covered the United Nations since its formation.

Robinson has covered numerous disasters, bulletin-making special event broadcasts and grassroots coverage of important states during primary elections this Spring.

"Who Goes There?" is being produced by the NBC news and special events department headed by Henry Cassidy. Joseph Meyers is manager of news operations.

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ROBERT HITCHENS IS APPOINTED SUPERVISOR
OF SALES PROMOTION FOR NBC RADIO

Robert Hitchens has been appointed supervisor of Sales Promotion for the National Broadcasting Company radio network, effective immediately, Jacob A. Evans, manager of NBC Radio Advertising and Promotion, announced today.

Hitchens joined NBC in July 1951. Prior to that he was public relations director for the National Industrial Advertisers Association, making his headquarters in New York City. Before coming to New York, Hitchens had served as continuity chief for NBC affiliate WEEK, Peoria, Ill., and as program director and continuity chief for Station WNAO, Raleigh, N.C. In the latter capacity he supervised all commercial and sustaining copy broadcast by the station, and also worked in audience and sales promotion.

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SYD EIGES IS ELECTED PRESIDENT OF N.Y. PROFESSIONAL CHAPTER
OF SIGMA DELTA CHI FRATERNITY

Syd Eiges, NBC vice president in charge of Press and Information, was elected president for the 1952-53 season of the New York Professional Chapter of Sigma Delta Chi, the national journalism fraternity, at the organization's annual dinner meeting in the Sert Room, Waldorf-Astoria Hotel, May 28. He is a member of the University of Pittsburgh chapter of the fraternity.

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RECEIVED BY THE NATIONAL BUREAU OF INVESTIGATION

ON APRIL 11, 1952

TO DIRECTOR, FBI
FROM SAC, NEW YORK (100-100000)
SUBJECT: [Illegible]

RE NEW YORK TELETYPE TO BUREAU, APRIL 10, 1952.
[Illegible text follows]

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RE NEW YORK TELETYPE TO BUREAU, APRIL 10, 1952.
[Illegible text follows]

trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR 17A-9 45

June 3, 1952

'DOORWAY TO DANGER,' NEW TV SERIES DRAMATIZING WORK
OF GOVERNMENT AGENTS ON SECRET MISSIONS,
TO START JULY 4 ON NBC

PREMIERE

Stories of the fight against international crime and intrigue will be dramatized in semi-documentary style in DOORWAY TO DANGER, a new weekly program series on NBC television starting Friday, July 4 (9:00-9:30 p.m., EDT).

The program will take the time period of "Big Story," which will have an eight-week Summer recess.

Roland Winters, well-known film, stage, radio and TV actor, will portray the central character in the series, John Randolph, known as The Chief. He handpicks government operatives for hazardous secret missions in an unending worldwide war against crime and the enemies of the country. Each episode will be devoted to a particular life-or-death mission of a top secret agent.

The first telecast, written by Martha Wilkerson, tells the story of Special Agent Hugh Wilson, who is assigned to assume the identity and take the place of a Czech who has been "drafted" into a mining plant behind the Iron Curtain. Wilson is chosen for this

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mission because of his extreme likeness to the Czech -- and because he can see. The Czech was given his important position in the mines only because he is blind, as are all other persons employed there. Wilson's job is to get the figures on the output of the mines.

American Cigarette & Cigar Co., Inc., will sponsor the series for Pall Mall Cigarettes. Sullivan, Stauffer, Colwell & Bayles, Inc., will produce the series. Dick Schneider will direct. Ernest Chapell will be narrator.

"Big Story" will return Aug. 29.

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MINUTE MAID CORP. TO SPONSOR WEDNESDAY PORTION
OF 'GABBY HAYES SHOW' ON NBC-TV

The Minute Maid Corporation, makers of concentrated fruit juices, will begin sponsorship of the Wednesday portion of NBC-TV's GABBY HAYES SHOW on June 11.

The program features a "tall tale" told by Gabby, and presentation of a Western film. The series is telecast Mondays through Fridays at 5:15-5:30 p.m., EDT. Agency for the account is Ted Bates.

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BEACON WAX CO. TO SPONSOR 5 TELECASTS OF 'THE GOLDBERGS'

Beacon Wax Company will sponsor the season's remaining five Friday programs of NBC-TV's THE GOLDBERGS, effective with the telecast of June 6. Allied Advertising Agency of Boston handles the account.

"The Goldbergs" will leave the air for a Summer hiatus following the Friday, July 4 program.

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JERRY (GEORGE!) LESTER TO CALL THE TURN
ON 'SATURDAY NIGHT DANCE PARTY'

Jerry Lester is back!

The rambunctious comedian who made a national institution out of the beanbag and a national by-word out of "George!," will appear every week on NBC-TV's SATURDAY NIGHT DANCE PARTY starting June 7 (9:30-10:30 p.m., EDT).

Lester, who skyrocketed to TV fame in a few weeks on NBC-TV's late night "Broadway Open House" in 1950, will introduce the name band featured each week, as well as the variety acts. Lester fans, who are numbered in the millions, know what else to expect from him: anything.

Scripts for "Saturday Night Dance Party" will be written by Rita Liben, former production associate for film companies, and by George Simon, editor of Metronome magazine and an important figure in the dance band world. Broadcast will originate in NBC's International Theatre, in New York, where a special stage setting, designed by Eddie Gilbert, will simulate such Summer dance locales as the Glen Island Casino.

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WFO-TV-1000 (1970) LASTED TO CALL THE TV ON SATURDAY NIGHT PARTY

Party leaves in 1970

The television company who with a national
television out of the country and a national by-stand
out of "television" will appear every week on the TV
SATURDAY NIGHT PARTY starting June 1 (9-10-70)

10:30 a.m. 1970

Station, who responded to TV was in a few weeks
on WFO-TV's last night "Saturday Open House" in 1970.
Will introduce the name game played each week, as
well as the party's host, Larry Ford, who the company
in the studio, who will also be with them now.

entirely.

Station the "Saturday Night Party" will be
created by Rick Allen, former producer associated for
film magazines, and by George Allen, editor of television
magazine and an important figure in the news and entertainment
business with origins in WFO's television history.
in New York, where a local radio station, founded by
Stella Gilbert, will provide such things as music
as the show's main content.

FOUR NEW SPONSORS FOR 'TODAY'

Four new sponsors have purchased segments of TODAY, NBC-TV network's early morning news and special events show with Dave Garroway (Mondays through Fridays, 7:00-9:00 a.m., EDT).

Armour & Co. now sponsors "Today" (starting June 2) four times daily, five days a week, for 26 weeks, for its product "Dial" soap. The firm will advertise on the temperature chart portions of the show. Agency is Foote, Cone & Belding.

Standard Brands, Inc., for Chase & Sanborn coffee, sponsors "Today" twice weekly through Sept. 25. Agency is Compton.

Mutual of Omaha, an insurance firm, will sponsor a portion of "Today" during the Republican and Democratic national conventions, buying a daily segment during the weeks of July 7 and July 21. Bozell & Jacobs, Inc., is the agency.

RCA Victor will sponsor "Today" three times weekly for six weeks, starting Friday, June 20 and each Wednesday, Thursday and Friday thereafter. J. Walter Thompson is the agency.

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MARGUERITE PIAZZA TO VISIT EUROPE

Marguerite Piazza, lovely operatic soprano featured on NBC-TV'S YOUR SHOW OF SHOWS, will fly to Europe on June 15 for a six-week vacation, during which she will make one appearance (June 22) on BBC television, in a show of her own of selections from grand opera. Miss Piazza will return to New York to appear at the Lewisohn Stadium's final concert of the season, Aug. 4, the all-Rodgers and Hart program.

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June 4, 1952

BISHOP SHEEN AND MAYOR IMPELLITTERI TO AID
MILTON BERLE'S APPEAL FOR RUNYON FUND
ON COAST-TO-COAST TV MARATHON

The Most Rev. Fulton J. Sheen, Auxiliary Bishop of New York City, and Mayor Vincent R. Impellitteri of New York will be the first of many notables who will join Milton Berle in his fourth annual -- and first coast-to-coast -- television marathon for the benefit of the Damon Runyon Memorial Fund on the NBC television network. The marathon will begin at 12:00 Noon, EDT, Saturday, June 7 and continue to 10:30 a.m., EDT, Sunday, June 8.

Bishop Sheen, who will be the first guest speaker, will urge public support of the Runyon Funds. Mayor Impellitteri will join in the appeal and will tell briefly of the great work made possible by the Runyon Fund.

Since Berle innovated the marathon in 1949 he has raised almost \$3,500,000 in pledges for the Damon Runyon Memorial Fund. Hundreds of personalities from the entertainment world, sports and other fields have expressed a desire to participate again with "Mr. Television" in the fourth annual marathon. Berle plans many specialties during the 22-and-one-half-hour show, including the appearance of nine Marine veterans of the Korean action who will relieve beautiful Conover models as onstage telephone operators during the night.

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ENGLISH COMPOSER TO WRITE MUSIC FOR 3 NBC

TV SERIES PRODUCED BY DOUGLAS FAIRBANKS

Alan Gray, one of Great Britain's foremost composers, who wrote the score for the film, "The African Queen," has been engaged by Douglas Fairbanks to score three new television series which Fairbanks' Dougfair corporation is making for NBC release.

Gray's immediate assignment is "Foreign Legion," filmed in North Africa with screen star Charles McGraw in the leading role. Others will include "International Theatre" and "The Silent Men."

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'MIDWESTERN HAYRIDE' CHANGES DAY AND TIME

The NBC-TV rural variety show, MIDWESTERN HAYRIDE, will be seen at a new time Wednesday, June 18, and Wednesday, June 25, when it will be seen at 8:00 p.m., EDT. Because of NBC-TV's scheduled conventions coverage, "Midwestern Hayride" will be seen only once during July, on Wednesday, July 30, but will be seen regularly on Wednesday evenings thereafter.

The Western-style funfest which features Bill Thall as emcee, has heretofore been seen on Sundays at 3:00 p.m. The Sunday, June 8, telecast will be the last in "Midwestern Hayride's" Sunday series.

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TWO STATIONS JOIN NBC RADIO NETWORK

The affiliation of two radio stations with the radio network of the National Broadcasting Company was announced today by Harry Bannister, vice president in charge of Station Relations.

Effective June 1, 1952, station WTMC, Ocala, Fla., became affiliated with NBC's Radio Network. Owned by the Ocala Broadcasting Company, WTMC operates on a frequency of 1290 kilocycles, with a power output of 1,000 watts. Thomas Gilchrist is manager of the station.

On August 8, 1952, WIKC, Bogalusa, La., will join the network. A 250 watt radio station, WIKC operates on a frequency of 1490 kilocycles. Curt Sieglin is general manager of the outlet, which is owned by the Enterprise Publishing Co.

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NBC MARKS NATIONAL SECRETARIES DAY'

The National Broadcasting Company observed National Secretaries Day, Wednesday, June 4, by presenting each of the 432 secretaries in the network's New York offices with a token of appreciation, a rose, accompanied by a card which read:

"A small expression of our real appreciation and our many thanks."

Each rose and card was delivered personally to the secretary whose name was inscribed thereon, during the morning business hours. Similar ceremonies were planned for the NBC offices in other cities across the country.

National Secretaries Day is the climax of National Secretaries Week, June 1-7, sponsored by the National Secretaries Association and outstanding companies throughout the nation.

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NBC-New York, 6/4/52

THE NATIONAL DEFENSE UNIVERSITY

The activities of the National Defense University are directed towards the advancement of the national defense program and the development of the national defense force. The National Defense University is a research and educational institution which is devoted to the study of the national defense problem. It is a part of the national defense establishment and is under the control of the Department of Defense. The National Defense University is a research and educational institution which is devoted to the study of the national defense problem. It is a part of the national defense establishment and is under the control of the Department of Defense. The National Defense University is a research and educational institution which is devoted to the study of the national defense problem. It is a part of the national defense establishment and is under the control of the Department of Defense.

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THE NATIONAL DEFENSE UNIVERSITY

NBC'S EDWARD D. MADDEN TO ADDRESS CONVENTION
OF AMERICAN MARKETING ASSOCIATION

Edward D. Madden, NBC vice president in charge of TV Network Operations and Sales, will address the national convention of the American Marketing Association at the Netherland Plaza Hotel in Cincinnati. The three-day session will be held from Monday, June 16, through Wednesday, June 18.

In the Tuesday, June 17th, afternoon session, Madden will lead off with a 40-minute speech on "Television - A Revolution in Marketing." After Madden's speech, Robert E. Dunville, president of the Crosley Broadcasting Corporation, will speak on "Radio - Today and Tomorrow." Also scheduled is a talk by Richard D. Crisp of Tatham-Laird, Inc., entitled "A Case Study in Copy Research."

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ROBERT STUART D. MADON TO ADDRESS CONVENTION OF AMERICAN WRITING ASSOCIATION

Robert Stuart D. Madon, who vice president in charge of TV network operations and also, will address the national convention of the American Writing Association at the Waldorf-Astoria Hotel in New York. The three-day session will be held from Sunday, June 10, through Wednesday, June 13. In his Tuesday June 11th address, Madon will tell all who attend about the "Revolution - A Revolution in Writing," which Madon's speech, based on his own, entitled "The Growing Importance of Television," will stand for Radio - Today and Tomorrow. His address is a call to arms of all who are interested in the writing of fiction and non-fiction.

—Continued—

CREDITS FOR NBC-TV COVERAGE OF A.M.A. CONVENTION

Doors of the world's largest and most important medical meeting will be opened to the public this year for the first time through the medium of television. Details are listed below:

PROGRAM: AMERICAN MEDICAL ASSOCIATION CONVENTION (101st annual meeting).

NETWORK: NBC Television.

TIME: (1) Tuesday, June 10, 9:30-10:00 p.m., EDT.
(2) Wednesday, June 11, 10:00-10:30 p.m., EDT.

POINT OF ORIGIN: Navy Pier, Chicago

NARRATOR: Dr. Roy K. Marshall

PRODUCER: Ad Schneider

DIRECTOR: Don Meier

TECHNICAL DIRECTOR: Harry Maule

WRITER: Lou Hazam

SPONSOR: Smith, Kline and French Laboratories.

AGENCY: Benjamin Eshleman Company.

DESCRIPTION: As the nation's leading medical authorities report on the very latest developments in the field of science and medicine, mobile TV cameras will transmit the news to the rest of the country. The telecasts also will present some of the highlights of the 300 scientific exhibits to be displayed at Navy Pier. The newest methods of resuscitation and a new heart-recording will be demonstrated.

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NBC-New York, 6/4/52

COMMITTEE FOR NBC-TV COVERAGE OF A.B.A. CONVENTION

Doors of the world's largest and most important medical

meeting will be opened to the public this year for the first time

through the medium of television. Details are listed below:

AMERICAN MEDICAL ASSOCIATION CONVENTION (1964 annual meeting)

NBC Television

- (1) Tuesday, June 10, 9:30-10:00 P.M., EDT.
- (2) Wednesday, June 11, 10:00-10:30 P.M., EDT.

West Hall, Chicago

Dr. Roy L. Sorenson

Bob Meier

Harry Belafonte

Bob Fosse

Miss, Kline and Vernon Lawrence

James Earl Ray

An exciting medical meeting featuring reports on the very latest developments in the field of medicine and medicine, which TV America will bring you every day in the heart of the country. The latest news will be presented some of the highlights of the 300 exhibits and will be displayed at the fair. The newest methods of treatment and a new heart-breaking will be demonstrated.

WGBH-TV, 7/1/64

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

June 5, 1952

HY GARDNER, NOTED CELEBRITY COLUMNIST,
TO BE HEARD ON NBC RADIO NETWORK

PREMIERE

First-hand news of celebrities in many fields will be heard when NBC presents HY GARDNER CALLING on Friday nights, starting Friday, June 13, from 10:00 to 10:15 p.m. (EDT).

Gardner, Broadway news columnist, will report stories of names in the news in his cheerful, authoritative style. Gardner's syndicated New York Herald Tribune column, "Early Bird Coast to Coast," appears in newspapers with total circulation of 25,000,000. He knows thousands of celebrities by their first names and his broadcasts will be full of items about them. "Hy Gardner Calling" will be 15 minutes of news from the world's White Ways.

For 15 years Gardner has been building his news sources and developing a crisp and distinctive style. His reports from Broadway, Hollywood and points around the world have revitalized celebrity reporting and restored its original appeal of good, hard news sprinkled with humor.

Ted Lloyd will produce "Hy Gardner Calling" on NBC radio and George Voutsas will direct.

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'THE MARCH OF MEDICINE' ON NBC-TV

- - -

First Telecasts of American Medical Association's Sessions
To Demonstrate Latest Advances in Treatment of
Heart Trouble and Other Ailments

Latest advances in treatment of overweight, heart trouble and other human ills will be demonstrated graphically in a two-installment television series, "The March of Medicine," when the annual meeting of the American Medical Association, which has hithert been reserved for physicians, will be opened to the public for the first time through the medium of television.

The two telecasts will be presented by NBC-TV from Navy Pier, Chicago, Tuesday, June 10 (9:30-10:00 p.m., EDT), and Wednesday, June 11 (10:00-10:30 p.m., EDT), under sponsorship of Smith, Kline & French Laboratories, Philadelphia. Leading medical authorities will report on the new advances. Dr. Roy K. Marshall, whose own telecasts have brought science to a wide public, will be narrator.

The first TV session (June 10) will feature demonstrations of new ways in resuscitation, latest methods of treatment of children with cerebral palsy, a "wheel-chair kitchen" to facilitate care of sick persons at home, and a "cardiac kitchen" to facilitate home life of persons with heart ailments. There also will be a report of new methods of polio treatment.

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The second telecast (June 11) will stress overweight and military medicine. The section on overweight will take up reasons why people overeat, problems of diet, and influence of overweight on health and disease. There will be a demonstration of latest developments in group therapy for overweight.

The military segment will feature a demonstration of a portable anaesthesia unit of the type now used in Korea, a report on plastic surgery, a demonstration of treatment of head injuries, and a survey of the physiological problems that must be met and solved before men can fly beyond atmosphere. The second telecast also will present reports on hiccups, peptic ulcer, sandpaper treatment of acne scars, excessive sunburn and tension headaches.

Ad Schneider will be producer of the telecasts, Don Meier director, and Harry Maule technical director. Lou Hazam is the scriptwriter.

Approximately 14,000 physicians will attend the A.M.A. convention, from June 9 to 13.

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NBC-New York, 6/5/52

The following subjects (June 11) will be discussed: The military medicine. The medical and nursing will be discussed in the general subject, medical of diet, and influence of environment on health and disease. There will be a demonstration of latest developments in drug therapy for venereal.

The military medicine will feature a demonstration of a portable x-ray machine and of the use of the new x-ray in the treatment of bone fractures, a demonstration of treatment of foot injuries, and a survey of the psychological problems that may be met and solved before one can fitly report symptoms. The course will also include a report on the use of the x-ray in the treatment of bone fractures, a demonstration of the use of the x-ray in the treatment of bone fractures, a demonstration of the use of the x-ray in the treatment of bone fractures.

At the end of the course, the students will be given a written examination. The examination will be given in the form of a written examination. The examination will be given in the form of a written examination. The examination will be given in the form of a written examination.

Approximately 15,000 persons will attend the N.Y.A. Convention, from June 1 to 15.

100-1000 York, N.Y.

FILMS OF EISENHOWER'S SPEECH ON NBC NEWS SHOW

15 MINUTES AFTER THE SPEECH ENDED

Fifteen minutes after Gen. Eisenhower finished his speech at Abilene, Kans., Wednesday evening, June 4, NBC-TV's CAMEL NEWS CARAVAN had films of the highlights of the general's speech on the program.

NBC-TV news department in New York managed this feat by splicing five pieces of kinescope film together to form the two-and-one-half minutes opening segment of the show. A film editor, working blocks away from the studios with the rapid-developed film, prepared the sequence. A motorcycle rider raced across midtown New York to the RCA Building with them, arriving just as the program went on the air.

By split-second coordination, Gen. Eisenhower's remarks in Abilene, Kansas, were the lead story on the NBC-TV news show originating in New York.

Ralph Peterson directs the "Camel News Caravan." Reuven Frank writes the script. John Swayze is the commentator. NBC-TV's "Camel News Caravan" brings televiewers up-to-the-minute news Monday through Friday evenings at 7:45 p.m. (EDT).

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EXTENDS SPONSORSHIP OF BOB CONSIDINE'S TV PROGRAM

Mutual Benefit Health and Accident Association of Omaha has contracted with NBC-TV to sponsor an additional 13 weeks of ON THE LINE WITH BOB CONSIDINE (Tuesdays at 10:45 to 11:00 p.m., EDT).

The new contract, placed by Bozell & Jacobs, Inc. of Chicago, becomes effective Oct. 28, 1952. The program continues through the Summer months on a commercial basis.

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NBC NATIONAL SPOT SALES AD AND PROMOTION DIVISION

COMPLETED, THOMAS McFADDEN ANNOUNCES

Completion of the staffing and reorganization of the Advertising and Promotion Division of the National Spot Sales Department of the National Broadcasting Company was announced today by Thomas B. McFadden, department director. In making the announcement, McFadden pointed out that this is a completion of only one phase of the over-all expansion and reorganization of the department, in progress for the past several months.

Under the new plan, there are two separate advertising and promotion units, one for radio and one for television, both under the direct supervision of Harold W. Shepard, manager of Sales Development, Advertising and Promotion for NBC Spot Sales.

Seymour Vall joins NBC as manager of the Spot Radio Advertising and Promotion Unit, and Elliott Eakin, who has been assistant manager of Advertising and Promotion, has been named manager of Spot TV Advertising and Promotion. Robert T. Howard will serve as Spot Radio Research Supervisor, and Alan Ewald will devote his full time to Spot TV Research.

Vall has a broad background in writing and research, including service with two publishing companies, Unicorn Press and Detective World. Most recently he was head of the Research and Presentation Department for Radio and TV with the Music Corporation of America.

Howard's experience includes a period with the NBC television network as assistant to the Supervisor of TV Ratings, and service in NBC Radio Research. Before joining the network, he held writing and announcing posts with WCAP, Asbury Park, N.J., and WCHU, Charlottesville, Va.

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June 6, 1952

NEW COMMON STANDARD FOR TV STATION BREAKS

ANNOUNCED BY NBC'S McFADDEN

A new common standard for the ten-second shared identification breaks on television has been put into effect on all eight of NBC's spot TV stations, Thomas B. McFadden, director of National Spot Sales for NBC, announced today.

The inception of a single minimum standard, the first to be employed in the industry, will permit a spot advertiser reasonable flexibility for the design of his commercial message and at the same time greatly reduce the advertising agency's production problems, McFadden said. This will mean a substantial savings in production costs, he pointed out.

The money so saved can be an inducement for spot advertisers to increase their spot buying of ten-second-TV station breaks and should also open the door to new spot business from small advertisers with limited budgets who up to now have not been able to afford spot advertising on a multiple-market basis, McFadden added.

The standards adopted by the NBC spot TV stations also conform with the specifications for shared station-breaks recently recommended by the National Association of Radio and Television Station Representatives. This will make it possible for the same art used on the NBC spot TV stations to be used "as is" by other stations across

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the country as and when they adopt the new NARTSR-recommended standards.

Under the standardization plan now employed by the NBC spot TV stations, the screen is divided into four equal quarters. As seen on the screen, the station's identification appears in the top right-hand quarter. The entire three other quarters of the screen (top left and bottom left and right) are available for the advertisement.

This will permit advertising agencies to use one film or piece of art for all stations. All that is required is for the agency to strip in the proper logotype in the top right-hand quarters of the different prints for each station.

Audiowise, the advertiser receives a minimum of six seconds for the commercial message. The new minimum standard calls for a breakdown as follows:

Opening-----	1 $\frac{1}{2}$ seconds of <u>silent</u> picture
Advertiser's commercial--	6 seconds
Station identification---	2 seconds of <u>silent</u> picture
Closing-----	$\frac{1}{2}$ second of <u>silent</u> picture
Freeze frame-----	5 seconds for protective padding

Although these are the minimum specifications, several NBC spot TV stations allow more space on the screen for the advertisement, and some more time for the commercial message.

All NBC spot TV stations use 16 mm. film as the common film facility but vary as to the availability of equipment to handle slides, balops, telops, flip cards, etc. However, the art layout requirements are the same so that one piece of art work can be used on all eight spot stations.

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NATIONAL BROADCASTING COMPANY

Network Commentators, Correspondents and Newscasters

(NOTE: An * before the name indicates television and radio. All others are radio only).

NEW YORK

Kenneth Banghart
W.W. Chaplin
*Bob Considine
Lockwood Doty
*James Fleming
*Don Goddard
*Ben Grauer
*Radcliffe Hall
George Hicks
*H.V. Kaltenborn
*Merrill Mueller
Leon Pearson
*Peter Roberts
William B. Sprague
*John Cameron Swayze
*William R. Wilson

WASHINGTON

*Morgan Beatty
*Frank Bourgholtzer
*David Brinkley
Ned Brooks
Leif Eid
Earl Godwin
*Richard Harkness
Ray Henle
*Bill Henry
Ray Scherer
Albert Warner

CHICAGO

Alex Dreier
*James Hurlbut
Len O'Connor
*Clifton Utley
*Clint Youle

SAN FRANCISCO

Bob Letts

HOLLYWOOD

David Anderson
Elmer Peterson
John Storm

CLEVELAND

*Edward Wallace

LONDON

*Romney Wheeler
Edwin Newman

PARIS

Paul Archinard
William Frye
*Robert McCormick

ROME

Jack Begon

FRANKFURT

Edwin Haaker

VIENNA

Josef Israels II

TRAINING DATA

Training data for the model is provided in the following format:

Each row represents a single example, with the first column being the input and the second column being the output.

Input

Output

1.0

0.5

2.0

1.0

3.0

1.5

4.0

2.0

5.0

2.5

6.0

3.0

7.0

3.5

8.0

4.0

9.0

4.5

10.0

5.0

11.0

5.5

12.0

6.0

13.0

6.5

14.0

7.0

15.0

7.5

16.0

8.0

17.0

8.5

18.0

9.0

19.0

9.5

20.0

10.0

Network Commentators

- 2 -

STOCKHOLM

Sven Norberg

HELSINKI

Paul Sjoebloom

ANKARA

Osman Ferda

TEL AVIV

Dan Kurzman

CAIRO

Mark Seedon

HONOLULU

Marion Mulroney

TOKYO

George T. Folster
John Rich
Irving R. Levine

MANILA

William Dunn

OTTOWA

Robert McKeown

FAIRBANKS, ALASKA

A.D. Brainstedt

ANCHORAGE, ALASKA

A.G. Hiebert

PUERTO RICO

Fred Wilhelm

HAVANA

Ed Scott

SAO PAULO, BRAZIL

Henry W. Bagley

RIO DE JANEIRO

James Christie

BUENOS AIRES

George Natanson

STOCKHOLM

Even Nordberg

HILLDAHL

Paul Sjöberg

AMSTERDAM

Gerard Koster

THE HAGUE

Prof. Koster

CAIRO

Maria Legon

HONGKONG

Arthur Wainwright

TOKYO

George T. Foster
John Allen
Isaac R. Levine

MANILA

William Dunn

OSLO

Robert Hultberg

BIRMINGHAM, ALABAMA

A. D. Spivey

ALBUQUERQUE, ALABAMA

A. G. Spivey

PHOTO ALBU

Prof. Wainwright

HAWAII

Ed. Spivey

LOS ANGELES, CALIFORNIA

Henry W. Spivey

ALBUQUERQUE

James Spivey

BIRMINGHAM, ALABAMA

George Spivey

ADMINISTRATIVE STAFF-RADIO NEWS

Henry C. Cassidy	Director of Radio News and Special Events
Joseph O. Meyers	Manager Radio News and Special Events Operations
William Weinstein	Assistant Manager for News
Arthur Wakelee	Assistant Manager for Special Events
Leonard Allen	Day News Supervisor
Chester Hagan	Night News Supervisor
Jack Gerber	Assistant Editor - Special Features
Arthur Barriault	Washington Director Radio News
Edward Wallace	Cleveland News Manager
William Day	Denver News Manager
Roger Sprague	Hollywood News Manager
William B. Ray	Chicago News Manager
John Thompson	San Francisco News Manager
Romney Wheeler	London News Director
Edwin Haaker	Frankfurt News Director

ADMINISTRATIVE STAFF-TV NEWS

William R. McAndrew	Director of Public Affairs
Francis C. McCall	Director of TV News
Adolph Schneider	Acting Director of TV Special Events
Charles Colledge	Manager Production Operations
John Lynch	New York News Editor
Julian Goodman	TV News Manager, Washington
Roy Neal	TV News Manager, Los Angeles
William Birch	Acting TV News Manager, Chicago

ADMINISTRATIVE STAFF-RADIO NEWS

Director of Radio News and Special Events	Henry C. Jacoby
Assistant Director of Radio News and Special Events	Joseph G. Meyer
Assistant Director of Radio News	William K. Kellin
Assistant Manager for Special Events	Arthur Kellin
Day News Supervisor	Leonard Allen
Night News Supervisor	Constance Kagan
Assistant Editor - Special Features	Jack Gerson
Washington Bureau Chief	Arthur Kellin
Cleveland News Manager	Edward Kellin
Denver News Manager	Willie Day
Hollywood News Manager	Roger Kagan
Chicago News Manager	William B. Day
San Francisco News Manager	John Thompson
London News Director	Roscoe Wheeler
Frankfurt News Director	Edwin Barker

ADMINISTRATIVE STAFF-TV NEWS

Director of Radio Affairs	William B. Kellin
Director of TV News	Francis J. McGill
Assistant Director of TV Special Events	Adolph Schneider
Manager Production Department	Constance Kagan
Day News Editor	John Lynch
TV News Manager, Washington	Julian Goodman
TV News Manager, Los Angeles	Roy Weil
Assistant TV News Manager, Chicago	William Birch



N B C *convention news*

NBC RADIO TO PRESENT FIVE SPECIAL BROADCASTS
BEFORE FIRST CONVENTION TO SHOW ALL PHASES
OF NETWORK'S COVERAGE OF THE MEETING

NBC radio news will present five special feature programs from Chicago to headline the network's pre-convention coverage of the Republican meeting in Chicago. These programs will give radio listeners a rounded appreciation of how a convention works, how the city of Chicago will handle the thousands of delegates and their families, how state delegations line up for the various candidates.

Prior to the opening of the Republican Convention on Monday, July 7, NBC radio plans the following special broadcasts:

CONVENTION PREVIEW, Saturday, June 28, from 8:00 to 8:30 p.m. (EDT). This program will inaugurate NBC radio's advance coverage. George Hicks will serve as narrator and interview Republican delegates from various sections of the country. Hicks will call in NBC radio newsmen from 10 different regions who will report how state delegations in their area are likely to vote for the various presidential candidates. The program will include tape-recorded highlights of Wendell Willkie's surprise nomination during the Republican convention of 1940. Earl Godwin, veteran Washington correspondent, will reminisce about famous Republican conventions of the past. Godwin has attended every major party since 1912.

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CONVENTION CITY: Tuesday, July 1, from 10:35 to 11:00 p.m., (EDT). Jim Hurlbut of NBC Chicago, serving as narrator will broadcast interviews with Chicago hotel men and restaurateurs responsible for feeding and lodging thousands of delegates, press personnel and visitors during the convention period. Hurlbut will take NBC radio listeners to the International Amphitheatre to talk with workmen who are constructing the special facilities at the hall where both parties will meet.

HEADQUARTERS REPORT: Thursday, July 3, from 10:35 to 11:00 p.m. (EDT). Noted NBC newsmen will turn the spotlight on the headquarters of the leading candidates for the GOP presidential nomination in this third special broadcast prior to the Republican convention. W.W. (Bill) Chaplin and Merrill Mueller of New York, Richard Harkness of Washington and Bob Lett of NBC San Francisco will tour the headquarters of Sen. Taft, Gen. Eisenhower, Gov. Warren and Harold Stassen, talk with their campaign managers and officials, and describe how last-minute political maneuvering looks from each of the candidate's point of view.

CONVENTION REHEARSAL: Saturday, July 5, from 10:00 to 10:30 p.m. (EDT). NBC radio listeners will hear the inside story how the network will cover all activities of the Republican convention. Commentators, engineers and news department executives will outline what NBC has done to prepare for most elaborate broadcasting schedule from the political conventions. From NBC's combined operations center in the North Wing of the International Amphitheatre, to NBC radio's headquarters at the Conrad Hilton Hotel, to permanent NBC radio installations in the Merchandise Mart, to mobile radio transmitters

(more)

cruising the streets of Chicago, every aspect of the network's convention installations will be covered as broadcast personalities and little-known behind-the-scenes men and women go "on the air" and switch the radio audience back and forth all around the town.

FIRST BALLOT, A PREVIEW OF THE VOTING: Sunday, July 6, from 9:30 to 10:00 p.m. (EDT). Chairmen of GOP state delegations will file before the microphone during this final NBC pre-convention broadcast to announce how their states will vote during the first ballot for the Republican presidential nomination. NBC commentators and newsmen will follow the trial-balloon balloting with their analyses of how GOP state delegations may vote in later counts should the first ballot prove inconclusive. This program, on the eve of the Republican convention call to order, will keep NBC radio listeners up-to-the-minute on latest political developments.

NBC radio's preconvention special programs will be produced under the supervision of Henry Cassidy, director of news and special events, by Joseph Meyers, Arthur Wakelee and William Weinstein with the aid of NBC's Chicago news staff headed by William B. Ray, manager.

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NBC-New York, 6/6/52

FINAL 'RCA VICTOR SHOW STARRING EZIO PINZA'

TO USE NEW EXPERIMENTAL TV TECHNIQUE

TO PRESENT HEART-WARMING STORY

A new experimental technique in television will be used for the final telecast of the season of the RCA VICTOR SHOW STARRING EZIO PINZA on Friday, June 13 (NBC-TV, 8:00 p.m., EDT). The program will be shot on location several days in advance, combining television and motion pictures techniques.

Instead of using movie cameras, television cameras will be used on location, the famous mission at San Juan Capistrano, where Pinza will play the role of Father Giacomo, who helps a young widow regain her faith and strength.

NBC and the engineers of A.T. and T. have constructed two microwave relays between Hollywood and the mission. A unit of cameras with mobile control trucks will be used by the director Sid Smith and producer Ted Mills. They will be able to monitor the shots and call them in the same way they would in a television studio. Editing of the film will take place both while the shooting is going on and later. All of the shots taken by the cameras will be relayed to Hollywood where they will be put on film for video and audio use. The orchestra will play "live," however, on the day of the telecast.

The advantages of this system of production are that television has the ability to "go on location" and still can produce with the speed and economy of means of television rather than the expensive motion picture method.

The entire production was planned by 34-year-old producer Ted Mills. The script for this program was written by Arthur Penn.

RCA Victor will sponsor a special Summer series of programs, Worthington Miner's "Curtain Call," in this Friday night time spot.

TOP GUESTS TO HELP MILTON BERLE COMPLETE
FOURTH SUCCESSFUL YEAR ON TELEVISION

Milton Berle and THE TEXACO STAR THEATRE will complete four years on NBC television as "Mr. Television" presents a star-studded guest list for the final program of the season Tuesday, June 10 (8:00 p.m., EDT).

Featured on the full-hour comedy-variety program will be Dolores Gray, Peg Leg Bates, Robert Alda, Don Cornell, Mary Beth Hughes, Billy Barty, the Fleetwoods and the Cover Girls.

"The Texaco Star Theatre" began on NBC-TV June 8, 1948 with Milton Berle as guest star. He became permanent emcee and star on Sept. 21, 1948 and the following month received his title of "Mr. Television" when the show recorded the highest survey rating ever reported for a regularly scheduled radio or television show.

Two youth programs will fill the time spot of "Texaco Star Theatre" until its return in the Fall. The shows, beginning Tuesday, June 17, are Theodore Granik's "Youth Wants to Know" (8:00 p.m., EDT), and Jack Barry's "Juvenile Jury" (8:30 p.m., EDT).

(Above program is for live telecast and later kine showings).

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NBC-New York, 6/6/52

'C.M.S.O.L.B.S.' ON TELEVISION --

WATCH IT!

THE CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET will be seen as well as heard by music lovers of the nation for the first time when it makes its television debut Sunday, June 15 on NBC-TV at 5:30 p.m., EDT. With Maestro Henry "Hot Lips" Levine and the Barefoot Symphony whomping out a classical interpretation of the "Blues in B Flat," the chamber music season on television will be inaugurated with fitting dignity. Other compositions to be played include a symphonic poem entitled "Honeysuckle Rose" and a sprightly rendition of "The Pizzicato Polka."

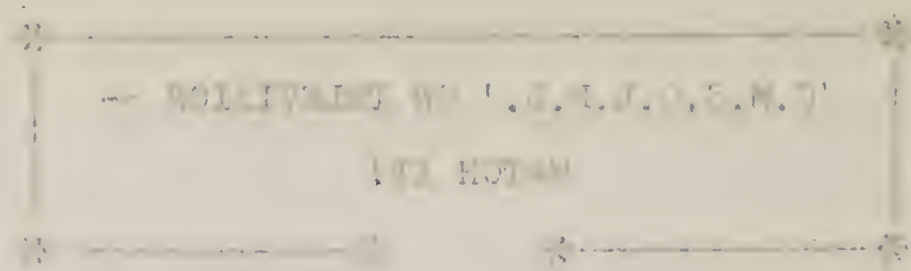
Guest commentator on the television version of the renowned "Chamber Music Society of Lower Basin Street" will be Arthur Treacher, who will be introduced by Professor Orson Bean, noted musicologist and mentor of the Society's educational program. Professor Bean also will introduce guest instrumentalist Ross Gorman who will play a solo on the hot bagpipes, an excerpt from the famous "Concerto for Left Bagpipe," more familiarly known as "Twelfth Street Rag."

Dancers who will appear on the program include Milton Kanen and Gene Myers.

The society's featured singer, Miss Martha Lou Harp, the Georgia Nightingale, will sing "Solitude" and "Swing Low, Sweet Chariot."

John Goetz will direct the program which is produced by Robert K. Adams and written by Welbourn Kelley.

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THE CHURCH MUSIC SOCIETY OF NEW YORK CITY
 as well as being a music society of the city.
 when it was the religious society of the city.
 1880 A.D. 1887. With the same name, the church
 company which was a religious organization of the city.
 1887, the church was a religious organization of the city.
 1887, the church was a religious organization of the city.
 1887, the church was a religious organization of the city.
 1887, the church was a religious organization of the city.

Great attention is given to the church.
 "Church Music Society of New York City" will be a church.
 will be introduced by the church, which was a church.
 and member of the church's religious organization.
 will introduce the church's religious organization.
 will be a church, which was a church.
 will be a church, which was a church.
 will be a church, which was a church.

Churches will be a church, which was a church.
 and was a church.
 The church's religious organization, which was a church.
 church's religious organization, which was a church.
 church's religious organization, which was a church.
 church's religious organization, which was a church.

TENTH ANNUAL NBC-UCLA SUMMER RADIO WORKSHOP

TO BEGIN SIX-WEEK SESSION JUNE 23

The University of California at Los Angeles and the National Broadcasting Company will commence the 10th annual UCLA-NBC Radio Workshop on June 23, it was announced by Thomas C. McCray, director of Radio Network Operations for NBC's Western Division.

The six-week workshop session is presented and conducted jointly by the Radio Division of UCLA's Department of Theater Arts and the network. It is planned not only for students and teachers with previous training in radio, but also as advanced training for personnel already working in smaller radio stations. Students will prepare and record on the campus a number of radio programs, from which NBC plans to select several for presentation on the air.

Harry Bubeck, manager of Programs and Public Affairs for NBC's Western Division, will coordinate activities for the network. Other Western Division department heads to participate in the workshop activities include: McCray; Frank Berend, director of Network Sales; Roger Sprague, director of News and Special Events; Helen Murray Hall, manager of Advertising and Promotion; Leslie Raddatz, manager of the Press department, and Paul Gale, manager of Station Relations and Traffic. Andrew C. Love and Warren Lewis, producer-directors, also will take part in the session.

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NBC-New York, 6/6/52

NBC 'S W.D. EDOUARDE PROMOTED

William Doty Edouarde has been appointed manager of NBC-TV Spot Sales' Western Division, Thomas B. McFadden, director of National Spot Sales for the network, announced today.

In his new capacity, Edouarde will head the network's spot TV sales activities in 11 Western states. His appointment is another step in the program to expand and strengthen NBC's spot sales operation, McFadden said.

Edouarde, who will have his headquarters in Hollywood, was formerly a sales representative for NBC-TV's spot sales department there. Before joining NBC in May of 1951, he was sales manager of KFVB, Hollywood. Previous to that, he acquired extensive agency experience in New York with Compton Advertising, Inc. and Badger, Browning & Hersey, Inc.

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JACK RUSSELL TO APPEAR IN OPERETTA

Jack Russell, featured baritone on NBC-TV's YOUR SHOW OF SHOWS, has been signed for a leading role in the Michael Todd production of Johann Strauss' operetta, "A Night in Venice," which Todd is staging this season at the Jones Beach (New York) Amphitheater, starting June 26. Russell will be back on "Your Show of Shows" when it returns to the air next September 6.

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NBC-New York, 6/6/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

June 9, 1952

MILTON BERLE'S FOUR-YEAR TV MARATHON TOTAL
EXCEEDS \$4,000,000 FOR BENEFIT OF
DAMON RUNYON MEMORIAL FUND
- - -
Star Prepares for Vacation in Europe
After 22½-Hour Appeal June 7-8

Having completed his fourth annual television marathon for the benefit of the Damon Runyon Memorial Fund (presented on NBC-TV, June 7 and 8) which raised the four-year total to more than \$4,000,000 in cash and pledges, Milton Berle today was busy with arrangements for a European vacation. He will leave soon after his final "Texaco Star Theatre" television program June 10 (NBC-TV, 8:00 p.m., EDT).

The energetic NBC comedian received a total of \$570,211 in cash and pledges during the 22½ hours he presented his latest marathon benefit. He appeared before the television cameras in NBC's studio 6B at Radio City, New York, almost continuously from 12:00 Noon, EDT, June 7, when the Most Rev. Fulton J. Sheen, auxiliary Bishop of New York City, and Mayor Vincent R. Impellitteri of New York, urged public support of this "great act of charity."

Berle joked, sang, danced, answered thousands of telephone calls and presented hundreds of personalities from many fields during the benefit session, which was the first coast-to-coast telecast of

(more)

the marathon. Several hundred members of the Telephone Operators' Union answered the 180 telephones installed in a converted NBC studio, where they accepted pledges for the fund and also channeled calls to Conover models on-stage, who turned some of the calls over to "Mr. Television" himself.

Berle waved and "made faces" to hundreds of children when they requested that he do so, and also reminded the kiddies to eat their lunch on time Saturday, to go to bed Saturday night and to attend church on Sunday morning.

The largest single cash contribution was received from the Fraternal Order of Eagles, whose representatives presented Berle with a check for \$125,000 from their members. Walter Winchell, founder and treasurer of the Damon Runyon Memorial Fund, who was on-camera from 11:30 p.m., Saturday night until 6:45 a.m., Sunday, presented a check for \$50,000 to the Fund from an unnamed donor. Robert Johnson, of the Roosevelt (L.I.) Raceway, gave \$7,500 for the third successive year.

Jerry Lewis, of the NBC-TV comedy team of Martin and Lewis, telephoned Berle from the Paramount lot in Hollywood to contribute \$1,000 from the pair and to yell "hello" to televiewers. Later Eddie Cantor telephoned from the Western Metropolis and also pledged a sizable sum.

The many celebrities who joined Berle in the drive performed before the cameras and helped the comedian take telephone calls. Many times, when the guests were on-stage, Berle found time to retire backstage to change his clothing or to freshen up. His valet, Willard Higgins, said "Mr. Television" came prepared for the marathon with eight suits, four sports coats, six pairs of slacks, 20 shirts, 10 sport shirts, 30 towels, 24 ties, 24 changes of underwear, 12 pairs of

(more)

socks, six pairs of shoes, three dressing robes, makeup and 100 cigars. "Fatso" Marco, assisted by diminutive Billy Barty, helped Berle by bringing him water, food and messages from off-stage.

Hundreds of behind-the-scenes technicians, headed by Irving Gray, who produced and directed the marathon for the fourth successive year, kept the show moving along. Five camera crews worked shifts along with electricians, sound-men, directors, stage-hands and wardrobe-handlers. Warren Jacobson was producer for NBC.

The production staff and artists on the marathon consumed 10,000 cups of coffee, 2,000 frankfurters and rolls, 3,000 cuts of pastry, 50 cases of soft drinks, 8,500 sandwiches, 20 gallons of pickles, 300 quarts of milk, 75 quarts of cream, great quantities of candy, ice cream and other tidbits contributed by many restaurants, night clubs and theatrical food stores during the course of the day-long television program.

Berle was on the air continuously except during the telecasts period of the Belmont Stakes horse race (4:30-5:00 p.m., EDT), "One Man's Family" (7:30-8:00 p.m., EDT), and the "All Star Revue" (8:00-9:00 p.m., EDT). During those times he continued to take calls in the studio and also found a few moments to relax, shower and change clothes. He made guest appearances on "Blind Date" (9:00-9:30 p.m., EDT), "Saturday Night Dance Party" (9:30-10:00 p.m., EDT) and on "Your Hit Parade" (10:30-11:00 p.m., EDT). Since those shows originated outside of Radio City, Berle was supplied with a special police escort to whisk him from one theatre to another.

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The total contributions pledged during Berle's fourth annual Damon Runyon Memorial Fund Marathon were \$570,211. The city-by-city breakdown of this total is as follows:

Ames, WOI-TV, \$805; Atlanta, WSB-TV, \$2,433; Baltimore, WBAL-TV, \$1,293; Boston, WBZ-TV, \$8,571; Charlotte, WBTV, \$1,544; Chicago, WNBQ, \$9,550; Cincinnati, WLW-T, \$1,510; Cleveland, WNBK, \$6,695; Columbus, WLW-C, \$520; Dayton, WLW-D, \$746; Detroit, WWJ-TV, \$2,896; Grand Rapids, WOOD-TV, \$116; Greensboro, WFMY-TV, \$633; Huntington, WSAZ-TV, \$126; Indianapolis, WFMB-TV, \$1,205; Jacksonville, WMBR-TV, \$1,088; Johnstown, WJAC-TV, \$321; Lancaster, WGAL-TV, \$2,611; Los Angeles, KNBH, \$11,697; Louisville, WAVE-TV, \$400; Memphis, WMCT, \$703; Nashville, WSM-TV, \$2,129; New Haven, WNHC-TV, \$631; New York, WNBT, \$417,066; Norfolk, WTAR-TV, \$1,435; Omaha, WOW-TV, \$533; Philadelphia, WPTZ, \$5,434; Pittsburgh, WDTV, \$1,955; Providence, WJAR-TV, \$3,133; Richmond, WTVR, \$1,661; Rochester, WHAM-TV, \$539; St. Louis, KSD-TV, \$5,402; St. Paul, KSTP-TV, \$10,080; Salt Lake, KDYL-TV, \$662; San Diego, KFMB-TV, \$4,717; San Francisco, KRON-TV, \$6,016; Schenectady, WRGB, \$130; Syracuse, WSYR-TV, \$4,407; Utica, WKTV, \$280; Washington, WNBW, \$5,620; Wilmington, WDEL-TV, \$915; Binghamton, WNBF-TV, \$217; Birmingham, WBRX-TV, \$1,142.

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NBC-New York, 6/9/52

The total number of persons who have been arrested since January 1, 1968, is 1,147. The total number of persons who have been arrested since January 1, 1968, is 1,147.

There are 1,147 persons who have been arrested since January 1, 1968. The total number of persons who have been arrested since January 1, 1968, is 1,147. The total number of persons who have been arrested since January 1, 1968, is 1,147.

CREDITS FOR 'CURTAIN CALL' ON NBC-TV

PROGRAM: "Curtain Call."

STARTING DATE: June 20, 1952.

TIME: NBC-TV, Fridays, 8:00 to
8:30 p.m., EDT.

FORMAT: Provocative half-hour
dramatic incidents based
on best modern and
classical stories.

PRODUCER: Worthington (Tony) Miner.

DIRECTOR: Will vary with "incident."

WRITERS: Original TV treatments by
Michael Dyne and Mildred
Cram, with adaptations by
Miner and Elizabeth Hart,
Norman Lessing, Tom Mc-
Morrow and Howard Merrill.

SPONSOR: RCA Victor.

AGENCY: J. Walter Thompson.

ORIGINATION: New York.

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NBC-New York, 6/9/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

June 10, 1952

PR 17A 9-45

BOB HOPE TO HOLD HIS FIRST COAST-TO-COAST TV MARATHON
JUNE 21-22 ON NBC, TO RAISE \$850,000
FOR AMERICA'S OLYMPIC TEAM

Bing Crosby, in TV Debut, to Join in Hope's Appeal

Bob Hope's first coast-to-coast marathon telecast -- for the benefit of the U.S. Olympic team -- will be seen over the National Broadcasting Company's television network from Hollywood Saturday night, June 21 (11:00 p.m., EDT) to Sunday, June 22 (1:30 p.m., EDT). WNBT will carry the marathon starting at 12:30 a.m., Sunday, June 22, and continue through 10:30 a.m. and will resume the marathon at 12:15 p.m. to conclusion.

The NBC comedy star will hold the marathon to raise \$850,000 to send top American athletes to the quadrennial Olympic games in Helsinki, Finland. For the first time, Bing Crosby will make a television appearance, working on the marathon with Hope in the interests of the Olympic team.

This will be the first coast-to-coast network marathon to originate in Hollywood, and screen stars are expected to join with radio and television personalities to aid Hope in the appeal.

Hope, long a star of movies and radio and more recently of television, has aided many charities and other causes, and has given much of his time in recent years to entertaining troops at home and abroad.

-----O-----

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 10, 1952

FIVE PRE-CONVENTION NBC RADIO PROGRAMS
OFFERED TO AFFILIATE STATIONS
FOR CO-OP SPONSORSHIP

A series of five pre-convention NBC radio programs is being offered to affiliate stations for local sponsorship by the network's Co-op Sales department, Lud Simmel, manager of Co-op Sales, announced today.

The programs, entitled CONVENTION PREVIEWS, will present a full summary of how a major political convention operates. The broadcasts, preceeding the Republican and Democratic conclaves in Chicago, will report on such activities as a roundup of how the state delegations are expected to vote for the various Presidential aspirants; the arrangements being made to feed and lodge thousands of delegates, and on-the-spot reports from the headquarters of the leading candidates. The candidates themselves will be heard on the various programs.

"Convention Previews" will be offered to NBC affiliates for local sale for one-fifth of the station's one-time applicable half-hour rate for each program. The programs can also be sold on a participating basis with the charge for a one-minute spot being one-fifth of the stations' applicable one-minute rate. In lieu of commercial sponsorship, NBC stations will be permitted to carry the series sustaining.

(more)

2 - Five Pre-Convention Radio Programs

The dates and times of the co-op programs are: Saturday, June 28, 8:00-8:30 p.m., EDT; Tuesday, July 1, 10:35 to 11:00 p.m., EDT; Thursday, July 3, 10:35 to 11:00 p.m., EDT; Wednesday, July 16, 10:00 to 10:30 p.m., EDT; and Thursday, July 17, 10:35 to 11:00 p.m., EDT.

George Hicks will narrate the series, which will feature noted NBC commentators and reporters including Earl Godwin, Jim Hurlbut, W.W. (Bill) Chaplin, Merrill Mueller and Richard Harkness. The programs will be produced by Joseph Meyers and Arthur Wakelee under supervision of Henry Cassidy, director of news and special events.

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CAPT. MAURICE DALLIMORE JOINS NBC

Capt. Maurice Dallimore, late of the Indian Army, has joined NBC-TV's Advertising and Promotion Department handling network sales space advertising. He was formerly account executive for the Bombay, India, office of D.J. Keymer & Co., the oldest advertising agency in the Far East.

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NBC-New York, 6/10/52

The dates and times of the above programs were:

1945-46, 8:00-8:30 a.m., 1945-46, 10:00 to 11:00 p.m.,

1946-47, 10:00 to 11:00 p.m., 1946-47, 10:00 to 11:00 p.m.,

1947-48, 10:00 to 11:00 p.m., 1947-48, 10:00 to 11:00 p.m.,

George Allen will discuss the subject, which will feature

news and commentary and reports including and covering the

President, W.W. (Bill) Chaplin, Mr. J. Edgar Hoover and General MacArthur.

The program will be produced by James Brown and John Brown and

supervision of their studio director of news and special events.

CITY, RADIO, TELEVISION, AND THE

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N B C convention news



PRELUDE TO THE CONVENTIONS

- - -

NBC-TV to Offer 14 Special Programs Starting July 1

NBC-TV Will present 14 prelude programs to the network's

Philco-sponsored coverage of each political convention, Republican and Democratic. These programs, produced under supervision of William R. McAndrew, director of NBC's combined TV and radio convention coverage, will give viewers fullest information on how a convention operates, how the leading candidates stand on the eve of their party's meeting, and what happened at the 1948 conventions in Philadelphia.

Prior to the opening of the Republican convention on Monday, July 7, NBC television will present the following special programs:

TV NEWS CONFERENCE, Tuesday, July 1 (7:00 to 7:30 p.m., EDT); Wednesday, July 2, 10:00 to 10:30 p.m., EDT); Thursday, July 3, 8:30 to 9:00 p.m. (EDT); and Saturday, July 5, 10:00 to 10:30 p.m. (EDT).

Martha Rountree and Lawrence Spivak, moderators and co-producers of "Meet the Press," will interview leading candidates and other political personalities with the assistance of by-line newsmen covering the Chicago convention.

PHILADELPHIA '48 -- GOP, Wednesday, July 2, 8:00 to 9:00 p.m., EDT). Ben Grauer and John Cameron Swayze will narrate the highlights of the last Republican presidential convention in Philadelphia. The documentary live-and-film program will include the story of how a convention operates.

(more)

2 - Prelude to Conventions

CHICAGO '52 -- GOP, Saturday, July 5, 4:30 to 5:30 p.m., EDT).

This will be an outline of NBC-Philco facilities and personalities for the coverage of the Republican convention. NBC's staff of commentators will be featured, as well as a tour of network installations at the International Amphitheatre, Hotel Conrad Hilton, Merchandise Mart plus NBC's mobile units cruising through the city.

THE MAN WHO, Saturday, July 6, 4:00 to 5:00 p.m., EDT). NBC-TV will present the history of the Republican party in documentary form, showing films of previous campaigns and relating them to present issues. This program will be part of Philco-sponsored NBC-TV coverage of the GOP conclave.

REPUBLICAN CONVENTION COVERAGE, Monday, Tuesday, and Wednesday, July 7,8,9, 10:00 to 11:00 a.m., EDT). A program of special features sponsored by Philco including mobile unit pickups, reports by commentators, interviews and behind-the-scenes surveys prior to the opening of each morning's convention session.

REPUBLICAN CONVENTION HIGHLIGHTS, Monday and Tuesday, July 7 and 8 from 7:00 to 7:30 p.m., EDT); Wednesday, July 9, 8:00 to 9:00 p.m. EDT); Thursday, July 10, 8:30 to 9:00 p.m., EDT). A Philco-sponsored roundup of the day's big political events prior to the opening of the evening convention session.

Ad Schneider, acting director of NBC-TV special events, will produce these special pre-convention programs which will originate in Chicago. Arthur Lodge will write the scripts of the "Philadelphia '48" and "Chicago '52" programs.

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NBC-New York, 6/10/52

NEWS

NBC RADIO
AMERICA'S NO. 1 NETWORK
RCA BUILDING
RADIO CITY, NEW YORK

June 10, 1952

TOSCANINI TO CONDUCT NBC SYMPHONY ORCHESTRA
IN 14 CONCERTS IN 1952-53 SEASON

Arturo Toscanini will return to the NBC Symphony Orchestra podium to conduct the orchestra in its sixteenth successive season on Saturday, Nov. 1 (NBC radio, 6:30 p.m., EDT).

Guido Cantelli will share the season with Toscanini. This will mark the fourth season that Cantelli has been a guest conductor of the NBC Symphony.

Toscanini will increase the number of his concerts this season to 14, instead of the 12 he conducted in the 1951-52 season. The other eight concerts will be directed by Cantelli.

Following are the dates for the 1952-53 season:

November 1, 8, 15, 22, 29	Toscanini
December 6, 13, 20, 27	Cantelli
January 3, 10, 17, 24, 31	Toscanini
February 7, 14, 21, 28	Cantelli
March 7, 14, 21, 28	Toscanini

The announcement of the new season was made by Samuel Chotzinoff, NBC General Music Director, who also announced further plans for the current Summer season. Laszlo Halasz is conducting the opening three concerts of the series: June 7, 14 and 21. Samuel Antek will conduct on June 28; Wilfrid Pelletier on July 5, 12 and 19; Richard Korn on July 26 and Aug. 2 and Massimo Freccia on Aug. 9, 16 and 23. Additional conductors for August, September and October will be announced by Chotzinoff shortly.

NEW NBC COLOR BOOK TO HELP TV DESIGNERS
IN USING COLOR FOR TELEVISION CAMERAS

A reference book for NBC television scenic designers, artists and costume designers to "prevent mistakes before they can be made" has been prepared by Albert W. Protzman, NBC-TV Technical Production Director, and Cliff Stiegelbauer, NBC supervisor of Design, and edited by Robert J. Wade, NBC executive coordinator of Production Development.

Says Wade of this NBC book of color: "The whole point of this guide is to tell designers not what to do but what to avoid. Whereas an easel painter can use his eye to judge, the eye isn't sufficient in television. No designer has an opportunity to test 200 different gradations of color."

The "NBC Comparative Gray Color Chart" is an orderly arrangement of calibrated Color-Aid and Munsell Neutral Gray Scale swatches. It provides a method of determining quickly the gray scale equivalent of any desired color.

Testing for the chart was a long, tedious job. There were 200 colors to test. One man would hold a color up before the camera while a committee of three watched and decided on the gray value, a complex problem since each hue was broken down into four tints and three shades. Further discussion was necessary for translation of this information into practical form.

The chart must be considered in relation to texture and surface of materials used but any artist knows, from his training and experience, how colors apply to fabrics and how they are modified by textures.

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THE NEW CRISIS BOOK BY THE EDITOR
TO BE PUBLISHED BY THE NEW CRISIS BOOKS

The new crisis book is a collection of essays, articles, and reviews, all of which are of high quality and interest. The book is edited by the editor of the New Crisis, and is published by the New Crisis Books. The book is available in both hardcover and paperback editions, and is priced at \$10.00 in hardcover and \$5.00 in paperback. The book is a must-read for anyone interested in the current state of the world, and is a valuable addition to any library or collection.

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2 - Color Chart

A designer must disregard what he has been taught about visual color values when it comes to television, Wade asserts. For instance, turquoise and orange are complementary to the eye, but it may develop that the gray responses to those two colors on television are identical or only slightly different.

Another important factor for the designer is that he must use care to be sure that his scenic backgrounds and props do not compete with or dominate the performers.

The question arises: Why not paint all sets and furnishings and props in grays or sepias in the first place?

Wade's answer: "Because a color guide is needed to translate colors in furnishings, rugs, decorations, upholstery fabrics and people -- and all these items come in color -- even the people."

The color chart helps also in mixing the right grays. If gray gets too far toward black, it affects the lighting, whereas grays achieved by mixing complementaries are easier to light.

Another advantage of the color chart is that the visual effects achieved by use of color instead of gray, while imperceptible to home viewers, do a lot to brighten the spirits of the performers. Video directors have learned that actors are more at ease and happier in surroundings which make customary use of color.

Moreover, many costumes are made to order for use by the performers in other media of show business so that a wardrobe in grays would be of little use to them.

Prior to the development of the color chart, TV producers frequently were faced with making last-minute expensive changes in scenery, drapes or costumes.

(more)

3 - Color Chart

Let's take a hypothetical case. A famous woman singer, noted for her elegant appearances as well as her vocal talents, might turn up at dress rehearsal a few hours before telecast time in a gown of deep ultramarine blue. When she appears on camera against a decorative background of grayed-gold, the director learns for the first time that there is no color contrast between gown and set. The glamour girl blends with the background.

The gown was created for her by a famous designer and is both costly and flattering. The director knows better than to set off a possible temperamental explosion by asking her to replace it. Therefore, the background must be changed or repainted in a hurry.

This particular situation might apply to only one sketch in a variety program which might have another six or eight skits. But if similar problems arose in other skits the actual costs would be increased -- to say nothing of costs in terms of tensions of all personnel concerned.

In TV, changes under pressure are expensive and the new NBC book of color with its calibrated guides will be an important factor in adding to the "know-how" of producers and designers in pre-planning staging effects. Thus the color chart means a saving in time, money and nerves.

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NBC-New York, 6/10/52

Let's take a hypothetical case. A person who is

noted for his cleverness and wit, and who is also a

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RCA BUILDING · RADIO CITY · NEW YORK

June 11, 1952

PR 17A-9-45

'Camel News Caravan'

To Go Coast-to-Coast

The CAMEL NEWS CARAVAN, NBC-TV's up-to-the-minute news program featuring John Cameron Swayze, will go coast-to-coast starting Monday, June 30, when stations KNBH, Los Angeles, KRON-TV, San Francisco, and KDYL-TV, Salt Lake City, join 39 other NBC television stations carrying the most popular TV newscast on the air. Los Angeles and San Francisco will see a special West Coast edition of the "Caravan" at 7:45 p.m., Pacific Time. Salt Lake City will air the news telecast at 5:45 p.m., Mountain Time.

Seven Southwestern television stations -- WDSU-TV, New Orleans; KOTV, Tulsa; WKY-TV, Oklahoma City; WBAP-TV, Fort Worth; WFAA-TV, Dallas; KPRC-TV, Houston; and WOAI-TV, San Antonio -- will carry the "Camel News Caravan" every weekday night starting Tuesday, July 1, at 5:45 p.m., Central Standard Time.

KING-TV, Seattle, will carry the top NBC-TV newscast on Monday, Wednesday, Thursday and Friday of each week starting on Monday, July 7, provided microwave relay facilities are open.

West Coast viewers will see a late edition of the "Camel News Caravan" edited specially for them at the NBC-TV newsroom in Los Angeles. The West Coast program will have local news and other stories

(more)

of interest to Westerners in addition to the world-wide news stories featured on the regular "Camel News Caravan."

To celebrate the arrival of the "Camel News Caravan" in the West and Southwest, Swayze will originate the program from KNBH, Los Angeles, on Monday, June 30, Tuesday, July 1, and Wednesday, July 2. There will be cut-ins from New York, Chicago, and Washington. Swayze will originate the news telecast from San Francisco on Thursday and Friday, July 3 and 4. The award-winning commentator will then go to Chicago, where "Camel News Caravan" will have its headquarters during the Republican and Democratic conventions in July.

"Camel News Caravan" celebrated its fourth anniversary on NBC television on Feb. 15, 1952. Millions of televiewers watch Swayze "hop-scotch" the world, Mondays through Fridays at 7:45 p.m., EDT, for live pickups and films of the latest news, "Today's news today" is the slogan for NBC-TV mobile unit crews stationed in major cities of the United States and the 100 film cameramen stationed in the U.S. and around the world. A world-wide organization headed by Francis McCall, director of NBC-TV news and producer of the Monday-through-Friday news-cast, provides the sound-picture reports that appear each night on the Caravan. Commentators David Brinkley and Bill Henry appear on-camera to widen the scope of the nightly picture summary of the news of the world. NBC has established television newsrooms in New York, Washington, Chicago, Cleveland, Los Angeles, London and Paris to cover bulletin news and the human interest feature material everywhere. The caravan has been aptly described as "television's major step in adapting the tools of a new medium to the age-old job of reporting the news."

A headquarters staff headed by McCall and consisting of director Ralph Peterson, writer Reuven Frank, news editor John Lynch, film editor David McGruden and film assignment editor David Klein coordinate the news-gathering activities of the 15-minute "Camel News Caravan."

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NBC-New York, 6/11/52

'THE BEST OF GROUCHO'

- - -

13 Most Popular 'You Bet Your Life' Shows to Be Presented
During Summer on NBC Radio and TV

Groucho Marx will entertain his radio and television audiences throughout the Summer when NBC presents THE BEST OF GROUCHO from "You Bet Your Life" beginning on the radio network Wednesday, June 18 (9:00 p.m., EDT), and on the television network Thursday, June 19 (8:00 p.m., EDT and at various other days and times on the TV network)

"The Best of Groucho" will be a selected group of 13 "You Bet Your Life" shows of the last two years which have proven most popular by audience mail, rating records and critics' comment.

Groucho, award-winning master of the ad-lib, came to NBC radio and television in October, 1950, after presenting the comedy-quiz "You Bet Your Life" on another radio network since 1947.

Each week Groucho interviews three pairs of contestants who are chosen from among the studio audience and teamed as couples. After the interview, spiced with Groucho's ad-libs, the couples answer questions in various categories.

For the quiz, each couple is given a \$20 allowance, and they bet all, or portions of the money, that they can answer correctly Groucho's questions. The couple winning the largest amount gets a chance at the jackpot question, worth at least \$1,000. If that question remains unanswered, \$500 is added each week until it is answered correctly. The highest prize ever reached in the jackpot was \$6,000.

John Guedel is producer of the series, with Bob Dwan and Bernie Smith as co-directors. George Fenneman, Groucho's aid throughout the programs, is the announcer. Jerry Fielding directs the orchestra.

The De Soto-Plymouth Dealers of America, sponsors of "You Bet Your Life," also will sponsor "The Best of Groucho." The agency is Batten, Barton, Durstine & Osborn, Inc.

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'CURTAIN CALL,' FIRST PRODUCTION BY WORTHINGTON MINER
FOR NBC-TV, WILL TELL STORY OF 'THE PROMISE'

PREMIERE

Robert Preston and Carol Bruce will be starred in "The Promise," by Mildred Cram, first in the half-hour Summer drama series, CURTAIN CALL, being produced for the NBC-TV network by Worthington (Tony) Miner, starting Friday, June 20 (8:00 p.m., EDT).

Written especially for the series, "The Promise" tells the story of a married couple facing a breakup when their personal careers get in the way. After a car accident they meet an elderly man who promises them that now they will never part -- for they are dead. But they refuse to accept death, either as a state of being or as a final arbiter.

Distinguishing features of the story--a single dramatic incident, a single climax and a resolution stimulating to the viewer's imagination--are also characteristics of the other TV plays chosen by Miner for the half-hour series.

Kirk Browning, acclaimed for his television direction of the Gian Carlo Menotti opera, "Amahl and the Night Visitors," on NBC-TV, will direct "The Promise."

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NBC-New York, 6/11/52

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PREMIERE

Recent television drama series will be featured in the
Premiere, by the author, and the first-hour drama series
MURDER DOLL, being produced for the first time in Washington
(New York) since its first production in 1954.
Written and directed by the author, the premiere tells the
story of a married couple who are both personal careers
and in the way. A series of events leads to a dramatic climax
which they will never see - for they are dead. The
they refuse to accept the fact, and as a result of this
series.

Discussions of the series will be held in the
auditorium, a single block and a roadhouse building for the series
investigation - and the author's role in the series will be
by him for the author's series.
Kirk Browning, author of the series, will be the director of the
series. The series will be on HBO-TV, on HBO-TV,
will direct the premiere.

THE NEW YORK PUBLIC LIBRARY

FILM STARS LIZABETH SCOTT AND ALDO RAY TO PARTICIPATE
IN RALPH EDWARDS' 'COMIC FRAME-UPS' FOR RETURN
OF 'TRUTH OR CONSEQUENCES' ON JUNE 17

Ralph Edwards will have the assistance of screen stars Elizabeth Scott and Aldo Ray for some of the laugh-happy "frame-ups" on the first broadcast of his TRUTH OR CONSEQUENCES radio program, which returns to NBC Tuesday, June 17 (9:30 p.m., EDT).

A blindfolded serviceman will whisper words of love to the beautiful Miss Scott, thinking that she is another, slightly less beautiful and older contestant to whom he had been introduced before being blindfolded.

Aldo Ray will be the "surprise consequence" for a pretty high school student in the audience who is without a date for her school's junior-senior prom. The lucky young lady will be completely outfitted with a new wardrobe and will have the services of a limousine and chauffeur as the finishing touch to the "Cinderella act."

"Surprise Consequences" will be an added feature to the format of "Truth or Consequences," which has been a popular radio feature for the past 12 years. Edwards will surprise two or three persons in the studio audience by suddenly producing, through a pre-arrangement with friends or relatives, mementos of their earlier years.

The Summer series of "Truth or Consequences," presented in the time spot of the vacationing "Fibber McGee and Molly," will be sponsored by the Pet Milk Co. The agency is Gardner Advertising Co.

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NBC'S EVERETT MITCHELL ESTABLISHES AWARDS

Everett Mitchell, emcee of NATIONAL FARM AND HOME HOUR" on NBC radio, has established two annual \$500 awards to be presented to a young man and young woman, members of the United Lutheran Church in America, who show evidence of outstanding Christian leadership in everyday life. The awards will be presented through the Lutheran Laymen's Movement for Stewardship, of which Mitchell is a Chicago leader. Winners will be chosen from entries submitted by the 4,194 congregations of the sect in the U.S., Canada, and the West Indies.

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NBC IS HOST TO CONVENTIONS

NBC in New York was host yesterday to 125 businessmen and scientists from here and abroad who are attending a convention of the International Organization for Standardization.

The delegates were given a tour of the network's radio and television studios in Radio City. More than two dozen foreign countries were represented in the group.

The conventioners are meeting at Columbia University to work on international standardization in iron and steel, cinematography, petroleum products, textiles and many other fields.

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NBC-New York, 6/11/52

NBC PRESIDENT McCONNELL URGES LEGAL PROFESSION TO AID
IN OPPOSING ANY RESTRICTIONS ON POWER OF TV
TO PRESENT THE TRUTH TO THE PEOPLE

FOR RELEASE TO MORNING NEWSPAPERS, SATURDAY, JUNE 14

WRIGHTSVILLE BEACH, NORTH CAROLINA, June 13 - The legal profession was urged tonight by Joseph H. McConnell, President of the National Broadcasting Company, to lend the weight of its great influence in opposing any restrictions on television's power to carry the truth to the people.

Speaking before the North Carolina Bar Association, McConnell declared, "In television, we have an influence to broaden and deepen the life and understanding of the American people to a degree never before imagined.

"We have a medium for opening the treasuries of our intellectual and artistic heritage so that all people can share in them," he said. "We have a force that is going to cover all of the United States and link continent with continent in better understanding.

"I submit my case to you. All of you, as lawyers or judges, are officers of our judicial system which has a special concern with the maintenance of American freedom," he declared.

"I recognize that there are proceedings involving the national security or personal privacy where publicity of any sort should be avoided. These proceedings should be held in closed sessions to protect the national interest and private rights. But where the public is physically admitted, we must assume that public attendance is proper.

(more)

In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted, the television camera should be admitted, so that all can see," he continued.

In support of his plea that television be admitted into Congressional hearings and public proceedings, McConnell quoted the following passage from Sir William Blackstone, in his Commentaries:

"The open examination of witnesses in the presence of all mankind is much more conducive to the clearing up of truth than the private and secret examination before an officer or his clerk, in the ecclesiastical courts and all that have borrowed their procedure from the civil law."

"There is always, of course, a question of decorum," McConnell said. "I do not presume to suggest that this important aspect of American life should be neglected. I promise you, though, that neither lights nor the camera nor the microphone will even be noticeable in a few years.

"The point is also made that participants in public proceedings will act up to the audience if the event is being televised, and that the dignity of the proceedings will suffer. There are always people of that type, but in the long run showing them to the American public will be the best way of correcting their manners.

"As a lawyer," he said, "I am aware of the situations that sometimes arise in our investigative procedures--a few occasions where public officials can overstep proper bounds, or where witnesses themselves may abuse the process of justice. These are not situations which television creates. They are situations which television simply

(more)

3 - McConnell Address

records and reports, and when they arise they will certainly be better exposed to public view if television is there to show them to the people. In fact, the presence of television can serve as a very effective deterrent to those who might abuse the process of hearing and investigation."

McConnell advocated that consideration be given to televising the proceedings of the United States Supreme Court so that the nation could witness the debates on great public issues, the living application of the principle of equal justice under the law and the ways in which individual liberties are protected by the highest court in the land.

"If we believe in democracy and if we want to strengthen it, we will not be afraid of arming the people with the truth," McConnell concluded. "If we feel that the people must be protected from reality, that they cannot be trusted to govern themselves, then we will keep the truth from them. And the best way of keeping the truth from them is to bar television--because it is the truth."

McConnell predicted that eventually television will link this country and Europe with the added dimension of color. American viewers, particularly children, he predicted, will become familiar with London, Paris and Rome and, maybe some day, Moscow. The American audience will then become familiar with the statesmen, the people and the customs of other countries because they will see them daily.

The divergent views and backgrounds of the hundreds of performers, writers, directors and producers who present the programs viewed by millions of Americans with diverse attitudes and interests adds complexity to the problem of maintaining highest standards of taste in programs, McConnell explained.

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4 - McConnell Address

"As in all human activities, there have been occasional lapses," he added. "I hope you will remember that our country has grown strong on the basis of diversity of attitudes and views of its people. Television serves many different publics and each must recognize the varying interests of the others. A television service that did not provide this variety would lose its vitality, and a development by the audience of tolerance for the tastes of others is no less important than adherence by broadcasters to sensible standards of taste for all."

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NBC-New York, 6/13/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A-9-45

June 13, 1952

'Dinah Shore Show' on NBC-TV Is Renewed for 1952-53

The DINAH SHORE SHOW has been renewed for the 1952-1953 season on the NBC television network by the Chevrolet Dealers, Edward D. Madden, vice president in charge of Television Sales and Operations, announced today.

The singing star, who rose to TV stardom on her twice-weekly NBC show this season, will take an eight-week vacation, completing her current series of shows June 26 and resuming on the network Aug. 26,

The "Dinah Shore Show" will continue on Tuesdays and Thursdays (7:30-7:45 p.m., EDT), from Hollywood.

In her debut as star of her own show last Nov. 27, 1951, the songstress scored an immediate hit with press and public alike.

"The presentation is a TV tidbit imbued with charm and simplicity," said the New York Times of her debut.

"Miss Shore carried off the assignment with a charm and ease that established her right off as one of video's outstanding personalities," said Variety.

"Television was granted a blessing last evening when Dinah Shore unveiled her own twice-weekly Hollywood-emanated video show. It can be stated that Dinah has never been finah," said the Billboard.

The agency for Chevrolet Dealers is Campbell-Ewald, Inc.

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AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 13, 1952

PROCTER & GAMBLE RENEWS SPONSORSHIP OF SIX
MONDAY-THROUGH-FRIDAY SHOWS ON NBC RADIO
FOR ANNUAL BILLINGS OF \$5,649,332

The Procter & Gamble Company has renewed sponsorship of six Monday-through-Friday daytime programs on the NBC radio network, representing an annual gross billings total of \$5,649,332, John K. Herbert, NBC vice president in charge of Radio Network Sales, announced today.

The 52-week renewals, all effective June 30, are for the following five-times-a-week program: WELCOME TRAVELERS, (10:00-10:30 a.m., EDT), and LIFE CAN BE BEAUTIFUL, ROAD OF LIVE, PEPPER YOUNG'S FAMILY, RIGHT TO HAPPINESS and BACKSTAGE WIFE, (3:00- 4:15 p.m., EDT).

Herbert pointed out that these renewals were in addition to Procter & Gamble's recently-announced purchase of YOUNG DR. MALONE and BRIGHTER DAY (9:30-10:00 a.m., EDT) over the NBC radio network, effective June 23.

Total annual gross billings represented by the eight Procter & Gamble-sponsored NBC radio programs is \$7,326,000.

"These renewals," Herbert said, "following so closely upon the new purchases by Procter & Gamble, are heartening evidence of the ability of network radio to attract the wise advertiser. We of the NBC radio network are happy that the nation's largest advertiser is leading the way in utilizing radio's mass-coverage-at-low-cost effectiveness."

Herbert also reported that new and renewed sponsorships on the NBC radio network since Jan. 1 of this year, including the P&G business, represent an annual gross billings total of \$24,361,290. Of this, \$5,067,701 represents new business and \$19,293,589, renewals.

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 'OHIO RIVER JAMBOREE,' SPOTLIGHTING HILLBILLY ENTERTAINERS,
 TO BE SATURDAY NIGHT FEATURE ON NBC RADIO
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PREMIERE

A 30-minute program of folk music, the OHIO RIVER JAMBOREE featuring a group of leading hillbilly artists, will be presented over NBC radio Saturdays, beginning July 5 from 9:00 to 9:30 p.m., EDT. The program, which takes the time spot of the vacationing "Judy Canova Show." for the Summer, will originate in the studios of WLW in Cincinnati, and will present ballads, novelties, hymns, traditional Western tunes and old-fashioned hoe downs.

Master of ceremonies on the "Ohio River Jamboree" will be Louis Innis, vocalist and composer. The cast includes recording star Ernie Lee, Miss Judy Perkins, "the sweetheart of WLW's folk artists"; Miss Lee Jones, cowgirl singer and yodeling champion; and Charlie Gore and the Rangers.

Other entertainers will include accordionist Buddy Ross, the Pine Mountain Boys, balladeer Vic Bellamy, the Kentucky Boys, Salty and Mattie, Bonnie Lou and folk vocalist Harpo Kidwell. Hymns and folk songs will be offered by the Swanee River Boys. Banjo-playing "Lazy Jim" Day will be featured in comedy roles, and Judy, Jen and George will provide vocal trio numbers.

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RALPH EDWARDS TAKES 'T OR C' ON THE ROAD

Ralph Edwards and his TRUTH OR CONSEQUENCES staff will leave Hollywood and travel coast-to-coast and back again to broadcast and record their NBC radio program in Chicago, New York and San Francisco during the rest of this month.

Edwards will present one live broadcast enroute, and will record three others for presentation in July and Aug. 5. The schedule is designed to allow Edwards and his production staff time off for a full month's vacation in July.

The Tuesday, June 17 (9:30 p.m., EDT) premiere program was recorded in Hollywood on June 6. The June 24 show will originate that night in New York. The program for July 1 will be recorded in Hollywood on June 13. The balance of the schedule will have the programs for July 15 and 29 recorded in Chicago on June 20 and 27, respectively, and Aug. 5 show recorded in San Francisco on June 17.

"Truth or Consequences" will not be heard on July 8 or 22 due to programs scheduled from the political conventions in Chicago.

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NBC-New York, 6/13/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

June 16, 1952

PR 17A 9 45

'BIG PAYOFF,' AS SUNDAY NIGHT FEATURE ON NBC-TV,
TO OFFER TRIP TO ANYWHERE IN THE WORLD,
MINK COATS AND OTHER RICH PRIZES

A trip to anywhere in the world -- thousands of dollars worth of latest fashions including original designs created by leading couturiers -- mink coats, luggage, jewelry, golf, fishing and hunting equipment -- prizes averaging \$25,000 in value will be awarded each Sunday night when the BIG PAYOFF replaces NBC-TV's COLGATE COMEDY HOUR for the Summer starting Sunday, June 22, (8:00-9:00 p.m., EDT).

The format of the popular afternoon quiz starring emcee Rand Merriman and hostess Bess Myerson has been expanded for the Sunday night show to include guest stars of stage or screen who will cavort with "Big Payoff Man" Merriman and contestants on the show. There also will be a portion of the program dedicated to children, wherein a child contestant will have an opportunity to win appropriate valuable awards and the "Big Payoff" for the correct answers.

Each contestant on the show will stand or fall on his own answers. There will be no vying with each other for a jackpot or prizes, and no pyramiding or carrying-over of prizes. It is possible for several contestants in a row on a single program to win the "Big Payoff" with its fabulous results.

(more)

Once a contestant becomes a "Big Payoff" winner, he is in for "the treat of his life." He can visit Rio de Janeiro, London, Paris, Rome, Madrid, Vienna, Johannesburg or any other city in the world serviced by the luxurious liners of Pan American World Airways. The winner will be escorted, while in the city of his choice, by a representative of the American Express Co. He will stay at the best hotels, dine at the best restaurants and visit all the points of interest.

An important innovation of the show will be the preview showing of the latest fashions by noted American designers including Adele Simpson, Mollie Parnis and Ceil Chapman. Fall and Winter creations will be displayed by the lovely "Big Payoff" models, and the former Miss America, Bess Myerson, "America's Lady in Mink," who will display the latest fashions in fur.

The afternoon version of the "Big Payoff" will continue Mondays through Fridays throughout the Summer. The "Big Payoff" is created and produced by Walt Frammer. The agency is William Esty Co., and the sponsor is the Colgate-Palmolive-Peet Co., of Jersey City, N.J.

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NBC-New York, 6/16/52

There is a wonderful beauty in "Big World" which is in
 the "Big World" of his life. He has lived the life of a
 world, Rome, Madrid, Vienna, Constantinople and other cities of the
 world. He has lived the life of the world, the life of the world.
 The winner will be elected, while in the city of his choice, by a
 committee of the American people. He will meet at the
 hotel, and he will be elected and elected and elected and elected and
 elected.

He is a man of the world, and he will be the winner of
 the life of the world, the life of the world, the life of the world.
 He is a man of the world, and he will be the winner of
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 hotel, and he will be elected and elected and elected and elected and
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He is a man of the world, and he will be the winner of
 the life of the world, the life of the world, the life of the world.

June 16, 1952

'Dragnet' on NBC-TV Renewed

For 1952-1953 Season

NBC television's award-winning police-action drama, DRAGNET, has been renewed on the network for the 1952-1953 season, it was announced today by Edward D. Madden, NBC television vice president in charge of Sales and Operations.

Negotiations have been completed by the network, by Cunningham and Walsh, the advertising agency representing Liggett & Myers for Fatima cigarettes, and by the Dragnet Corporation, for the program to continue.

"Dragnet" started on the NBC television network on Jan. 3, 1952, and immediately won high acclaim from press and public alike for its excellence in presenting authentic police stories from the files of the Los Angeles Police Department.

Jack Webb, star of "Dragnet," also directs the TV programs (presented alternate Thursdays, 9:00 p.m., EDT).

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CHARLES CHRISTENSEN OF NBC ASSIGNED TO TV DIRECTORS'

POOL FOR POLITICAL CONVENTIONS IN CHICAGO

Charles Christensen will be the NBC television director assigned to the TV directors' pool for the Republican and Democratic conventions at Chicago in July, William R. McAndrew, head of NBC's convention coverage, announced today.

Christensen has been with NBC-TV for several years, coming to New York from the network's Washington staff. He directs such public service and news programs as "American Inventory," "Eleventh Hour News" and "Camel News Caravan," and has worked on special events telecasts.

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KINESCOPE FILM OF 'TV PLAYHOUSE' STORY OF LOUIS BRAILLE

AIDS IN INSTRUCTING VOLUNTEER WORKERS FOR THE BLIND

The Volunteers Service for the Blind, Inc. of Philadelphia, Pa., is using a kinescope film of a Goodyear TELEVISION PLAYHOUSE production in its program of instruction for the blind.

The play, which starred Jean Pierre Aumont and was telecast over the NBC-TV network on Jan. 6, 1952, is titled "A Softness in the Wind." It is the story of Louis Braille who, blind himself since the age of three, made it possible for the sightless to "read" through his development of the Braille System. The television script by William Wendall Clarke is based on the book, "Louis Braille," by J. Alvin Fugelmass.

The film is being shown to young volunteer workers in conjunction with their course of study in aiding the blind.

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THE HISTORY OF THE UNITED STATES

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of the people who have lived on this continent.

It is a story of the people who have lived on this continent, from the first settlers to the present day. It is a story of the people who have lived on this continent, from the first settlers to the present day.

The history of the United States is a story of the people who have lived on this continent.

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CREDITS FOR 'TRUTH OR CONSEQUENCES' ON NBC RADIO

RETURN DATE:	June 17, 1952
TIME:	Tuesdays, 9:30 p.m., EDT
FORMAT:	Stunt-audience participation
STAR-PRODUCER:	Ralph Edwards
DIRECTOR:	Ed Bailey
PRODUCTION MANAGER:	Al Paschall
WRITERS:	Ralph Edwards and Paul Edwards
ANNOUNCER:	Ken Carpenter
SPONSOR:	Pet Milk Co.
AGENCY:	Gardner Advertising
ORIGINAL STARTING DATE:	March 23, 1940
ORIGINATION:	Hollywood
NETWORK:	165 NBC radio stations

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MARTHA LOU HARP TO SING AT DEMOLAY CONVENTION

Martha Lou Harp, the "Dixieland Diva" of the CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET (NBC radio, Saturdays, 10:30 p.m., EDT) will sing for 500 Order of DeMolay delegates at the New Jersey state convention Saturday, June 21 at Berkley Carteret Hotel, Asbury Park, N.J. She is making a series of public appearances before fraternal organizations and fund-raising groups.

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NBC-New York, 6/16/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 17, 1952

MEET 'MISTER PEEPERS!'

- - -

Wally Cox to Star in New Comedy Series

Starting July 3 on NBC-TV

PREMIERE

Wally Cox, rising new NBC character comedian, will be **star** as MISTER PEEPERS in a new situation-comedy program beginning on the NBC television network Thursday, July 3 (9:30 p.m., EDT). The series will be sponsored by the Ford Dealers. J. Walter Thompson Co. is the agency.

The weekly half-hour show is the story of mild-mannered Robinson Peepers, general science teacher in a small-town junior high school, who becomes involved in humorous situations with his fellow faculty members and resolves his troubles with equally humorous solutions.

In addition to Cox, the program will feature Norma Crane as Rayola Deen, music appreciation teacher; Joseph Foley as Gabriel Gurnsey, school principal, and David Tyrell as Charlie Burr, athletic coach.

"Mister Peepers" will be produced by Fred Coe and directed by James Sheldon with scripts by David Swift.

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trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 17, 1952

LYNN BARI TO STAR AS 'BOSS LADY,' TITLE ROLE
OF NEW COMEDY SERIES STARTING
JULY 1 ON NBC-TV

PREMIERE

BOSS LADY, a new situation comedy series starring Lynn Bari in the title role, will start Tuesday, July 1 on NBC-TV (9:00 p.m., EDT).

Produced on film by Jack Wrather and Robert Mann, "Boss Lady" will take the time period of the vacationing "Fireside Theatre," which will return Sept. 30.

Lynn Bari will portray Gwen F. Allen, beautiful top executive of an organization in what is generally considered a man's field --- construction. As "Boss Lady" of Hillendale Homes, largest builder of housing developments in the country, Gwenn -- known to her employees as "G.F." -- presides over her empire with the enviable efficiency all the women in her family previously have brought to the enterprise. Ironically, her chief problems are not obtaining scarce building materials and erecting low-cost homes. Instead, she is primarily concerned with (1) finding a general manager who does not fall in love with her and (2) seeing that her father remains the figurehead chairman of the board he always has been, so that he does not run the business into the ground.

(more)

"Boss Lady" feels she has settled the first problem by hiring Jeff Standish (played by Glenn Langan) as general manager. Her pompous parent (Nicholas Joy) still presents a problem, however. Others in the cast of the new comedy series are Charlie Smith as the Boss Lady's brother, Chester; Lee Patrick as her secretary, Aggie, and Richard Gaines as her attorney, Roger.

William D. Russell is directing "Boss Lady," which is written by co-producer Robert Mann. Procter and Gamble is the sponsor, for its products, Crisco, Duz, Ivory and Lilt. Compton Advertising, Inc., is the agency.

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NBC-New York, 6/17/52

"Good Lady" has the same title as the first volume of

the series (1914) and is also known as "Good Lady".

Persons named (1914) and (1915) are also known.

There is the case of the two women named and (1914) and (1915).

Good Lady's brother, (1914) and (1915) are also known.

Persons named as (1914) and (1915) are also known.

William H. (1914) is also known as (1914) and (1915).

Written by (1914) and (1915) are also known as (1914) and (1915).

For the (1914) and (1915) are also known as (1914) and (1915).

Inc., is the (1914) and (1915).

1914-1915, 1916-1917

TOP ENTERTAINERS TO JOIN BOB HOPE AND BING CROSBY
IN COAST-TO-COAST TELEVISION MARATHON FOR
BENEFIT OF U.S. OLYMPIC TEAM

Bob Hope and his entertainment colleague, Bing Crosby, will have a host of celebrities as guests when they conduct their first coast-to-coast marathon telecast for the benefit of the U.S. Olympic team on the NBC television network beginning at 11:00 p.m., EDT, Saturday, June 21 to 1:30 p.m., EDT, Sunday, June 22. (WNBT will carry the show starting at 11:15 p.m., June 21 until 10:30 a.m., EDT, June 22, and then will resume the marathon at 12:15 p.m. to conclusion).

The guest list includes Fred MacMurray, Dorothy Lamour, Paul Douglas, Margaret Whiting, Dean Martin and Jerry Lewis, Donald O'Connor, Johnny Dugan, Anna May, Tony Harper, Jimmy McHugh, Constance Moore, Liberace, Roscoe Ates, Bruce Bennett, Broderick Crawford, Johnny Mack Dancers, Nielssen Twins, June Hutton, Dale Evans and Roy Rogers, Louella Parsons and Bill Corum.

John Scott Trotter will be general music director with an orchestra of 29 players including Joe Venuti, Red Nichols, Ziggy Elman, Perry Botkin, Buddy Cole, Nick Fatool, Country Washburn, Matty Matlock and Bobby Guy. Others scheduled to appear include Rosemarie, Jud Conlon's Rhythmaires and music directors Victor Young and David Rose.

Hope and Crosby will hold the marathon to raise more than \$500,000 to send top American athletes to the quadrennial Olympic games in Helsinki, Finland.

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THE UNIVERSITY OF MICHIGAN LIBRARY
 1500 TAPSCOTT BUILDING
 ANN ARBOR, MICHIGAN 48106

Dear Sirs:

I have the honor to acknowledge the receipt of your letter of the 15th inst. regarding the purchase of the book "The History of the United States" by John Adams.

The book is now in the hands of the printer and will be ready for delivery in about two weeks.

I am sorry that I cannot deliver it to you at the present time, but I will endeavor to have it ready for you as soon as possible.

I am, Sir, very respectfully,
 Your obedient servant,
 J. M. Smith

EDWARD D. MADDEN TELLS OF RESEARCH BY NBC AND SCHWERIN
TO MAKE TV COMMERCIALS MORE EFFECTIVE

CINCINNATI, June 17 -- Extensive research to help advertisers make their TV commercials more effective is currently under way by NBC Television in cooperation with the Schwerin Research Corp., it was reported today by Edward D. Madden, NBC vice president in charge of TV Sales and Operations. Madden spoke at the American Marketing Association meeting here on the subject "Television: A Revolution in Marketing."

Later this year NBC will release a study which will demonstrate by actual case histories how advertisers have been able to improve their commercials as a result of audience-reaction studies.

"NBC is sponsoring this kind of research because we know that our future in TV is dependent on the advertisers' success," Madden said.

In addition, Madden told the marketing group that later this year NBC's Merchandising Department will be available to NBC Television advertisers.

"The NBC radio merchandising operation has been in existence for less than a year and has already proved its value by knitting the network, the individual affiliated stations, national advertisers and the local retailer into a compact and powerful sales team," Madden said. "It has proved that merchandising can work to the advantage of everybody by improving point-of-contact selling."

Madden described television as the most persuasive means of mass communication in the history of mankind. In effect, he said, television sends a top-rank salesman to the home of the viewer to sell the family on the product. Madden predicted that by 1955 there will be 600 television stations in 315 markets serving 32,000,000 TV homes.

He said that television is the most effective of all media on a cost-per-thousand basis, and that NBC Television is expanding the development of multiple participating sponsorship for advertisers.

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N B C *convention news*



NBC RADIO TO COVER EVERY VANTAGE POINT IN CHICAGO
FOR SWIFT AND COMPLETE REPORTS ON CONVENTIONS

NBC radio will cover the entire city of Chicago for remote broadcasts from every airport, railroad terminal, political headquarters and major hotel during the Republican and Democratic conventions in July, Henry Cassidy, director of radio news and special events, announced today.

Cassidy has assigned Joseph Meyers, radio news operations manager, to be radio program director responsible for the Philco-sponsored NBC radio broadcasts during the conventions.

From the NBC radio booth in the International Amphitheatre, where conventions sessions will be held, Meyers will control the activities of 30 commentators and newsmen scattered throughout the city. A push button control will enable Meyers to contact Morgan Beatty or Clifton Utley on the speaker's platform; W.W. Chaplin, Merrill Mueller, Leif Eid or Richard Harkness on the convention floor; Lockwood Doty aboard the mobile transmitting wagon; Earl Godwin, NBC's roving correspondent, or Alex Dreier who will be NBC radio's special features reporter. Meyers will be able to talk with other NBC commentators stationed at the political headquarters of the leading Presidential candidates. During the Republican convention Harkness will be at Senator Robert A. Taft's suite, Bob Letts of NBC San Francisco at Gov. Earl Warren's headquarters, Merrill Mueller with general

(more)

Eisenhower's supporters, and Leif Eid with Harold Stassen. Meyers will be able to contact immediately Frank Bourgholtzer, who will be accompanying General Eisenhower "on vacation" at Denver.

From the NBC operations center in the North Wing of the International Amphitheatre, voice radio circuits and leased wires will run to NBC broadcasting outlets located in the Hotel Conrad Hilton, at Midway and O'Hara airports and at the La Salle Street, Union, Grand Central, Northwestern, Illinois Central and Dearborn Street railroad terminals. From the moment candidates, state delegations and behind-the-scenes political personalities arrive in Chicago, NBC newsmen will be on hand to interview them for coast-to-coast broadcasts. Everywhere the political leaders go they will be within range of an NBC broadcast installation.

To insure that no famous statement is lost, NBC has established a large tape-recording room in the North Wing of the International Amphitheatre where Jack Gerber and Arthur Barriault will supervise the complete recording of every bit of convention-time proceedings 24 hours a day. Four magnicorders with associated equipment will spin miles of taped reports day after day. Eight minicorders in the hands of NBC roving correspondents will add to the supply of taped broadcast material. Bill Weinstein and Arthur Wakelee at the radio operations desk in the Amphitheatre will insure the inclusion of this special NBC material on regularly scheduled news programs. Len Allen and Rex Goad will be at the radio news desk and decide which press conferences, stories and events should be covered and by what NBC correspondents.

William R. McAndrew is the over-all director of NBC radio and television coverage of the conventions.

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NBC -New York, 6/17/52

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NBC-TV NEWSROOM IN LOS ANGELES SET FOR START
OF COAST-TO-COAST 'NEWS CARAVAN'

When the CAMEL NEWS CARAVAN with John Cameron Swayze becomes the nation's first coast-to-coast regularly scheduled news telecast series on Monday, June 30, the NBC-TV newsroom in Los Angeles will shift into high gear.

Headed by Roy Neal, the mobile unit and film camera crews there will cover West Coast events to supplement NBC-TV reports from New York, Washington, Chicago and Cleveland by bringing West Coast televiewers "today's news today" up-to-the-minute. Neal and his staff will edit the East Coast version of the Monday-through-Friday show (7:45 p.m., EDT) and insert live and film pickups of headline stories that are of special interest to Western viewers.

The NBC-TV newsroom in Los Angeles has telecast such exclusive stories as a mid-air crash of a B-29 with a Navy fighter plane off the California coast near Catalina Island. NBC-TV cameramen hired a plane and shot the only footage of the rescue by Coast Guard vessels.

On another recent occasion, NBC-TV News chartered a plane to film the rescue of survivors of the yacht Eloise which was sunk by a storm off San Francisco. A few hours later NBC-TV broadcast the pictures of the rescue operations.

NBC-TV West Coast News telecast the return of General MacArthur to the United States first, and used jet-propelled planes to rush first films to Eastern televiewers before transcontinental television existed. NBC-TV News in Los Angeles was first with pictures of General Matthew Ridgway's return to the U.S. en route from Japan to assume his NATO command in Europe. As head of the NBC-TV newsroom in Los Angeles, Roy Neal has been responsible for Rose Bowl Game coverage, for numerous sports telecasts and for special events like the Tournament of Roses.

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NBC-New York, 6/17/52



SYLVESTER L. WEAVER, JR., IS APPOINTED VICE PRESIDENT
IN CHARGE OF NBC RADIO AND TV NETWORKS
- - - -

Frank White Is Named Vice President and
General Manager of Both Networks

To achieve fullest coordination of production, programming and operating resources in both media, Sylvester L. Weaver, Jr., has been named vice president in charge of both the radio and television networks of the National Broadcasting Company and Frank White has been appointed vice president and general manager of the two networks.

Both appointments, announced today by Joseph H. McConnell, President of NBC, are effective immediately.

Weaver, now vice president in charge of the television network, will bring to the radio network the programming skill which has given NBC-TV a succession of hits and unprecedented programming successes. White will bring to his new post an extensive experience in broadcasting administration and sales as well as labor and talent negotiations and relations. White joined NBC on June 10 after resigning his post as president of the Mutual Broadcasting System.

"Placing of the actual operating management of the radio and television networks under a single, coordinated control will benefit our audience and our customers," said McConnell. "NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC television network such a success. The NBC television audience will have the advantage of a

(more)

coordinated schedule of entertainment and information programs on both radio and television.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our television stars and attractions. This will benefit our audience in homes which use radio as the primary source of entertainment and information. This same coordinated planning will also offer television homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio only and television homes."

In addition, McConnell explained, the new organizational alignment will give NBC's employees a more coordinated supervision and guidance and at the same time extend an improved sales service to the large number of NBC advertisers using both media.

Weaver joined NBC in August, 1949, bringing to television a number of major new programming concepts, such as the Saturday night "Show of Shows," rotational use of outstanding stars on top comedy programs, and "Today," the network's new early-morning communications program. During his tenure, NBC acquired the industry's largest roster of top talent and programs.

In 1939, at the age of 31, Weaver was advertising manager of the American Tobacco Company, one of the nation's largest advertisers. Weaver came to NBC from Young & Rubicam, where he was vice president in charge of radio and television. His career has been marked by steady progress in the fields of entertainment and advertising. He was born on Dec. 21, 1908, in Los Angeles. After graduation from Dartmouth College in 1930, he wrote advertising copy

(more)

in Los Angeles. He then turned to radio program production with the CBS-Don Lee Network, writing, emceeing and supervising some of its important shows during the early '30s. When he left for New York in 1935, he was program manager of Don Lee's San Francisco outlet, KFRC.

Weaver produced the Fred Allen Show for Young & Rubicam as his initial venture for the advertising agency, and by 1936 had become manager of its radio department. In 1938, he went to the American Tobacco Company. A year later he was advertising manager of the firm.

Weaver volunteered for war service in 1941, serving first with the Office of Coordinator of Inter-American Affairs, then as commander of an escort ship in the South Atlantic's "Torpedo Junction."

Soon after rejoining the American Tobacco Company in 1945, he went back to Young & Rubicam where, as vice president, he expanded the post-war television activities of the agency.

Weaver is a member of NBC's Board of Directors.

White entered the broadcast field in 1937 when he joined the Columbia Broadcasting System as treasurer. Five years later he was named a vice president and director of the company, continuing also to function as treasurer until 1947. Late in that year White became president and director of Columbia Records, Inc., a position he held until May 1, 1949, when he moved to the Mutual Broadcasting System as president and director.

White served for six years as treasurer of the Literary Guild of America, leaving that organization in 1925 to join the Stage Publishing Co. in a similar capacity. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc., and left that organization to join CBS.

(more)

A native of Washington, D. C., White attended public schools and George Washington University there. His studies were interrupted in 1918 when he enlisted in the U. S. Navy as an aviation cadet. After the war he entered business, but continued schooling until 1921, when he joined the accounting firm of Lybrand, Ross Brothers and Montgomery. In 1924 he began a five-year association with the Union News Co. as assistant to the president. He left that post in 1929 to go with the Literary Guild of America.

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NBC-New York, 6/18/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A 9-45

June 18, 1952

'ALL STAR SUMMER REVUE' ON NBC-TV TO START JUNE 28

- - -

'Amazing Mr. Ballantine' to Be 'Magic Coordinator';

Dave Garroway, Georgia Gibbs and Yogi Berra

On Guest List for Premiere Show

PREMIERE

A full-hour variety show, spotlighting big name guest stars, top-flight acts and fresh young talent will be presented as a Summer series in the time period of the vacationing "All Star Revue" over NBC-TV beginning Saturday, June 28 (8:00 p.m., EDT).

The new series, titled the ALL STAR SUMMER REVUE, will feature the Amazing Mr. Ballantine, a comic-magician of unusual talents, as host and "magic coordinator." A feat of magic that goes haywire, a trick illusion or some other comic business will be his method of introducing the various personalities and acts.

The first "All Star Summer Revue" on June 28 will feature Dave Garroway as guest star, with Georgia Gibbs, song-stylist; Jack Gilford, comic; Yogi Berra, catcher with the New York Yankees baseball team; Oliver Wakefield, young British comedian; the Paul Steffan Dancers, and the Three Acromaniacs, comedy acrobats. Garroway, Berra and Gilford will be seen in a comedy baseball sketch. The new variety series will be supervised by Pete Barnum, the executive

(more)

2 - 'All Star Summer Revue'

producer. The shows will be produced and directed by Joseph Santley. Dean Elliott will conduct the orchestra. Joe Stein and Will Glickman are the writers and Hugh McDermott the TV director. The programs will originate in the NBC Center Theatre in New York.

The "All Star Summer Revue" will be sponsored by the Pet Milk Sales Corporation and the Kellogg Company. The advertising agency for Pet Milk is the Gardner Advertising Co., and Kenyon and Eckhardt, Inc., handles the Kellogg account.

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CREDIT SHEET FOR NBC-TV'S 'SATURDAY NIGHT DANCE PARTY'

TIME:	Saturdays, 9:30-10:30 p.m., EDT
FORMAT:	Name bands, variety entertainment
EMCEE:	Jerry Lester
PRODUCER:	George McGarrett
ASSOCIATE PRODUCER:	Hal Janis
DIRECTOR:	Greg Garrison
WRITERS:	Rita Libin, George Simon
SPONSORS:	Benrus Watches, SOS, American Chicle Co. (Clorets)
AGENCIES:	J.D. Tarcher for Benrus; McCann- Erickson (San Francisco Office) for SOS; Dancer-Fitzgerald & Sample for American Chicle.

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NBC-New York, 6/18/52

June 18, 1952

'MEET YOUR MATCH'

- - -

Jan Murray to Be Quizmaster of New Series
Starting July 1 on NBC Radio

PREMIERE

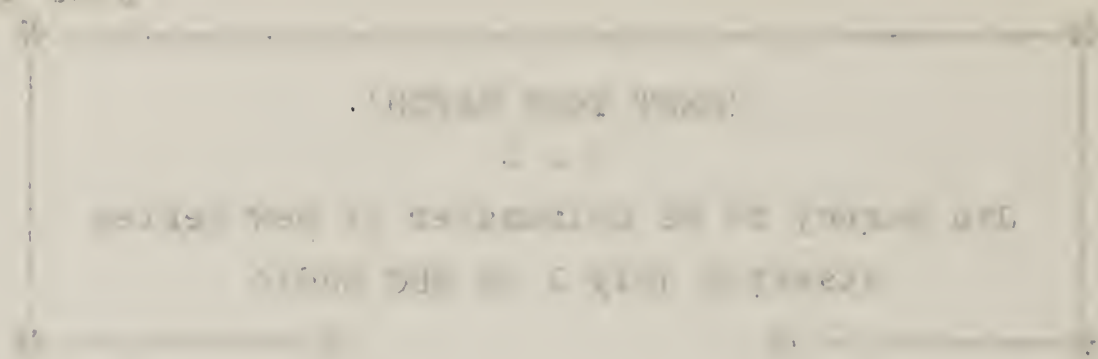
Comedian Jan Murray will be the quizmaster of a new audience-participation program, MEET YOUR MATCH, beginning on the NBC radio network Tuesday, July 1 (9:00 p.m., EDT), in the time period of the vacationing "Bob Hope Show."

The occupations of contestants will be the keynote of "Meet Your Match." They will be selected from among the studio audience on the basis of their occupations, will choose their opponents by occupation, will be introduced to each other by occupations and, since personal names will not be announced, the contestants will be encouraged to express themselves freely on why they consider they can outsmart their opponents.

After the first contestant has chosen his opponent, Murray will interview the pair regarding their occupations and then will ask each a question. The contestant answering incorrectly will "meet his match" and will be disqualified. The winning contestant then receives a prize, and chooses another member of the panel as a competitor and continues until he "meets his match."

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June 13, 1952



RECEIVED

Enclosed for review will be the draft of a report

entitled "The Effect of the Soil on the Growth of the Plant". The report was prepared by the Agricultural Research Station, and is being submitted for your review and approval.

The report contains a detailed description of the methods used in the study, and a discussion of the results obtained. It is hoped that the report will be of interest to you and your staff.

Very truly yours,
[Signature]
[Name]
[Title]

Enclosed for review will be the draft of a report entitled "The Effect of the Soil on the Growth of the Plant". The report was prepared by the Agricultural Research Station, and is being submitted for your review and approval.

LIBERACE AT THE PIANO

- - -

Noted Performer to Star in New NBC-TV Series

PREMIERE

Liberace, amazing piano virtuoso, will take the time period of the vacationing "Dinah Shore Show" on NBC-TV for the Summer season, Tuesdays and Thursdays at 7:30 p.m., EDT, beginning July 1.

A top-flight performer in clubs, theaters, concert, radio and TV, Liberace combines his piano artistry with vocal talent. His TV series will offer a variety of selections ranging from the classics to popular music.

Liberace began his musical career when he was four years old and made his professional debut at 16, as a recognized virtuoso. He was once encouraged by Paderewski to strive to appeal to all musical tastes.

George Liberace, the pianist's brother, will be music conductor of the new series, which Joe Landis will direct. The show will originate in Hollywood.

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'HALL OF FAME' TO TAKE NEW TIME SPOT JUNE 29;
SUMMER SERIES TO START JULY 6

Sarah Churchill, hostess of HALLMARK HALL OF FAME each Sunday on NBC-TV, will make her final appearance of the season on the show in the title role of "Charlotte Bronte" on Sunday, June 29. On that date the program will switch from 4:30 p.m., EDT to a new time, 10:00 to 10:30 p.m., presently occupied by the "Red Skelton Show."

Miss Churchill will vacation in England with her family and plans to resume her duties as hostess, narrator and occasional leading lady of "Hallmark Hall of Fame" on Sunday, October 5, when the 1952-53 series starts on NBC-TV.

Hallmark Cards, sponsor of the show, will institute a new 13-week series Sunday, July 6 to be called HALLMARK SUMMER THEATRE (NBC-TV, 10:00 p.m., EDT). Albert McCleery, noted innovator of the arena or "theatre-in-the-round" technique for television, will direct. The "Summer Theatre" offerings will concentrate on the lighter dramatic side, with typical Americana themes slanted toward the entire family.

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ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
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NBC AGAIN SWEEPS MUSICAL AMERICA MAGAZINE'S
NATIONAL POLL OF MUSIC EDITORS

For Release Saturday, June 21

The National Broadcasting Company again has swept the national poll of 850 music editors, conducted annually by Musical America Magazine. Announcement of the awards was made by Quaintance Eaton, associate editor of the magazine and director of the poll of music on the air.

The National Broadcasting Company won the award as the network most faithfully serving the cause of good music. This is the sixth successive time that NBC has received this honor in the poll on radio and television music.

Arturo Toscanini, for the ninth time, won the award as outstanding conductor, and his presentation of Beethoven's "Ninth Symphony" was voted the outstanding musical event of the year. The "Telephone Hour" on NBC radio won as Orchestra with Featured Soloists, also for the ninth successive year.

The NBC Television Opera Theatre was voted first place for opera on television, and Gian Carlo Menotti's opera "Amahl and the Night Visitors" was cited as the outstanding original work.

Other winners frequently appearing on NBC programs who won in the poll are tenor Jussi Bjoerling in the male singer classification; Artur Rubinstein, pianist, and Jascha Heifetz, violinist.

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NBC-New York, 6/18/52

NATIONAL YOUNG MEN'S CHRISTIAN LEAGUE
NATIONAL YOUNG MEN'S CHRISTIAN LEAGUE

FOR RELEASE JANUARY 1964

The National Broadcasting Company again has won the national poll of 1954 which selected the country's favorite radio personality. The poll was conducted by the National Broadcasting Company and the results were announced last night. The poll of 1954 was the first of its kind since 1948.

The National Broadcasting Company has won the poll in the past. The poll of 1954 was the first of its kind since 1948. The poll of 1954 was the first of its kind since 1948. The poll of 1954 was the first of its kind since 1948.

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CREDITS FOR 'BOSS LADY' ON NBC-TV

STARTING DATE: TUESDAY, JULY 1, 1952

TIME: NBC-TV, 9:00 p.m., EDT, Tuesdays.

FORMAT: Situation comedy series, filmed in Hollywood, about glamorous young woman who heads country's largest construction company, whose chief problems are not availability of materials but (1) finding a general manager who does not fall in love with her and (2) keeping her well-meaning but bungling father strictly within his figurehead position as chairman of the board.

CAST: Lynn Bari as Gwen Allen, president of Hillendale Homes; Glenn Langan as Jeff Standish, her general manager; Nicholas Joy as her father; Charlie Smith as Chester, her brother; Lee Patrick as Aggie, her secretary; Richard Gaines as Roger, her attorney.

PRODUCERS: Jack Wrather and Robert Mann, for Wrather Television Productions, Inc.

ASSOCIATE PRODUCER: Sherman A. Harris.

WRITER: Robert Mann.

DIRECTOR: William D. Russell.

ASSISTANT DIRECTOR: Joe De Pew.

SPONSOR: Procter and Gamble for Crisco, Duz, Ivory and Lilt.

AGENCY: Compton Advertising, Inc.

CAMERA: Jack MacKenzie.

FILM EDITOR: Bob Bolden.

ART DIRECTOR: Frank Sylos.

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RCA BUILDING · RADIO CITY · NEW YORK

PR 17A-9 45

June 19, 1952

VICE PRESIDENT ROBERT W. SARNOFF IS APPOINTED HEAD
OF NEWLY-CREATED NBC FILM DIVISION

NEW YORK, June 19 -- Creation of a new film division of the National Broadcasting Company under direction of Robert W. Sarnoff, vice president, was announced today by Joseph H. McConnell, president.

McConnell explained that as head of the newly-created division Sarnoff will be responsible for all film activities, including the projected expansion of film syndication by the network.

"We at NBC believe that films will play an ever greater role in the future of television," McConnell said, "and we intend to stay in the forefront in this field as we have in other aspects of television."

Sarnoff, in his new post, will report directly to Frank White, vice president and general manager of the radio and television networks, under NBC's new organizational plan which has placed Sylvester L. Weaver, Jr., in charge of both the radio and television networks.

Sarnoff has been a vice president of NBC since June 6, 1951, and has been director of NBC Unit Productions in the television network. In that post he was responsible for the several special NBC

(more)

2 - Robert W. Sarnoff

production units for "The Comedy Hour," "All Star Revue," "Saturday Night Revue," "Kate Smith Hour" and the "Victory at Sea" TV documentary history which will premiere in the Fall.

Sarnoff joined NBC television as an account executive on the network sales staff in January, 1948. Subsequently he became production manager for the NBC television network, manager of Program Sales, and last June 22 he was appointed director of NBC Unit Productions.

Before coming to the network, Sarnoff was associated with Look Magazine as assistant to the publisher, and earlier with the Des Moines Register and Tribune in a similar capacity. He served in the U.S. Navy as a lieutenant for three and a half years, and before that was in the office of Gen. William Donovan, Coordinator of Information, in Washington, D.C.

Sarnoff attended Phillips Academy, Andover, Mass., and is a graduate of Harvard College.

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NBC-New York, 6/19/52

LEADING PRESIDENTIAL ASPIRANTS TO BE INTERVIEWED
ON EVE OF CONVENTIONS IN SPECIAL FULL-HOUR
TELECASTS OF 'MEET THE PRESS' ON NBC

On the eve of both the Republican and Democratic conventions, MEET THE PRESS will present a full-hour interview with all the leading candidates for the Presidential nomination of each party over NBC television.

Lawrence Spivak will head the panel of newsmen, and Martha Rountree will moderate these two special "Meet the Press" programs on Sunday, July 6 and 20 (7:00 to 8:00 p.m., EDT).

These special pre-convention programs, which double the usual half-hour length of "Meet the Press," will originate in NBC-TV convention coverage headquarters in Chicago.

NBC's headline-making press conference of the air is sponsored by Revere Copper and Brass, Inc. through the advertising agency of St. George and Keyes.

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WILLIAM (BILL) FITZGERALD, POPULAR NEWSCASTER WITH
U. S. TROOPS OVERSEAS, JOINS NBC IN NEW YORK

William (Bill) Fitzgerald, former program manager of the American Forces Network radio station in Berlin and popular newscaster with American troops overseas, has joined the National Broadcasting Company in New York, Henry Cassidy, director of radio news, announced today.

Fitzgerald will broadcast on the "Home Edition of the News" on NBC radio (Monday through Friday at 1:30 p.m., EDT), Cassidy said. He will substitute for NBC commentators this summer on many different newscasts.

He has broadcast news, sports and special events since 1932 in this country and abroad. He was born in Joliet, Ill., on May 27, 1911, attended public and parochial schools in his home town, and in 1932 was graduated from Joliet Junior College, where he worked on the college newspaper. After graduation he joined the news staff of WCLS in Joliet and broadcast news and sports for five years.

Then Fitzgerald moved to Chicago as a free-lance announcer, covering major sports events and headline news stories for several radio stations until 1942, when he joined the 2nd Armored Division as a tank gunner. Fitzgerald went ashore at Normandy during the invasion, fought his way across France and into Germany, winning the Bronze Star, the Purple Heart and five campaign stars. In July, 1945, he left his armored unit for the American Forces radio station in Paris.

(more)

Fitzgerald helped set up AFN stations throughout France before he opened the Bremen station after the war. In May, 1948, he moved to Berlin, where he covered the Berlin blockade and airlift. Fitzgerald reported the Olympic games in London for AFN that year, and the 1952 Winter Olympics at Oslo for AFN and NBC. He returned to the United States this Spring and joined NBC in New York on June 15.

The all-round radio newsman has grey eyes and graying hair. He is five feet eight and one-half inches tall and weighs 175 pounds. He married Annmarie Kinney of Joliet on Aug. 24, 1946. Their daughter, Maureen Ann, now three-and-one-half years old, was born in Berlin during the blockade.

Fitzgerald says his favorite hobbies are golf and tennis and "my favorite food used to be steak. Since we returned to New York we find we can't afford it, and unless the price comes down my favorite food will change for keeps. In Berlin we used to get the choicest filets for 25 cents each." The Fitzgeralds live in a Manhattan apartment where Mrs. Fitzgerald, a fine cook, is in the process of proving to her husband there are many wonderful dishes besides steak.

-----O-----

NBC-New York, 6/19/52

Accordingly, having met up the following conditions:

Before the opening of the season, the following conditions shall be met:

1. The number of birds to be taken shall not exceed the number of birds

which were taken in the previous season, and the number of birds

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trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9 45

June 20, 1952

NBC-TV TO PRESENT FIRST COAST-TO-COAST TELECAST
OF ALL-STAR BASEBALL GAME ON JULY 8

Western baseball fans, for the first time, will join Eastern rooters viewing the ALL-STAR BASEBALL GAME when NBC television carries the game from Philadelphia on Tuesday, July 8 (1:15 p.m., EDT) coast-to-coast as a presentation of the Gillette Cavalcade of Sports.

Mel Allen, regular announcer of New York Yankees games, and Jack Brickhouse, well-known baseball sportscaster in Chicago, each will report half of the annual game between leading players of the National and American leagues.

NBC-TV also will feed four television stations of the Mutual Broadcasting System -- WOR-TV, WGN-TV, WNAC-TV and KHJ-TV -- with the All-Star baseball telecast.

Gillette Safety Razor Company will sponsor the telecast of the "All-Star Baseball Game" this year, as in previous years, through Maxon, Inc. advertising agency.

-----O-----

'MUSIC BY MANTOVANI,' NOTED LONDON CONDUCTOR,
TO BE HEARD IN NEW FRIDAY NIGHT SERIES

A program of popular music from London will be offered in a new series, "Music by Mantovani," Fridays, starting July 11 (NBC radio, 9:30 p.m., EDT). The series will be heard by tape recording.

Mantovani and his orchestra play elaborate arrangements of current tunes. His recordings have been sold in this country as well as in Europe. He has achieved a wide reputation in London in supper clubs and as a theatre conductor for such headliners as Noel Coward, Stanley Lupino and Sally Gray.

-----O-----

NEW TEXT BOOK FIRST TO INCLUDE TV PLAY

A new high-school text book, "The United States in Literature," is the first to include a television play: Budd Schulber's "The Pharmacist's Mate," The drama was reprinted from "Best Television Plays of the Year, 1950-1951," a collection edited by William I. Kaufman, NBC-TV associate supervisor of program procurement.

The Kaufman anthology is also listed in the textbook's bibliography headed "More Good Reading," with the notation, "Whether or not you are a TV fan, these outstanding television plays offer a wealth of entertainment."

-----O-----

AMERICAN SOCIETY OF LINGUISTICS

Vol. 1, No. 1, 1955

A special issue devoted to the study of

the structure of the human language

is published in this issue. The editor, J. R. Hayes,

has invited the following contributors:

Chomsky, N. S. (1955). The structure of language.

Travis, J. (1955). The structure of the sentence.

Greenberg, J. H. (1955). The structure of the lexicon.

Levy, S. (1955). The structure of the phoneme.

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STUDENTS FROM 25 STATES AND 3 FOREIGN COUNTRIES ENROLL
IN NORTHWESTERN-NBC SUMMER RADIO-TV INSTITUTE

Miss Judith Waller, director of public affairs and education at NBC Chicago, and Donley F. Feddersen, chairman of the Radio-TV Department at Northwestern University, will be co-directors of the 11th annual Northwestern-NBC Summer Radio and TV Institute beginning June 23 in Chicago.

Fifteen of the 57 students from 25 states and three foreign countries are members of radio or television staffs, and several others are from the teaching personnel of various educational institutions. One student is from Italy, one from the Philippines and two from Canada.

The six-week curriculum this season includes 12 courses in radio and television and a special seminar in broadcast production. The latter will include on-the-job training during regular 30-to-40-hour work shifts in NBC's Chicago radio and television production departments. Other courses offer special training in programming, production, writing, sales, station management, public service and news. Instructors will be from network personnel and the faculty of the School of Speech at Northwestern.

-----O-----

'DRAGNET' TO BECOME NEWSPAPER CARTOON FEATURE

DRAGNET, the police-action series seen on NBC radio each Thursday and on NBC-TV alternate Thursdays (9:00 p.m., EDT), will become a regular daily cartoon feature in the New York Post, the Los Angeles Mirror and many other newspapers throughout the country, starting June 23.

Detective Sergeant Joe Friday (played by Jack Webb in the network series) will be depicted as the hero of the strip drawn by Scheiber, and several of the leading characters familiar to viewers and listeners also will be portrayed. As is true of the acted counterparts, the stories in the cartoon strip will be based on cases from Los Angeles police files. A full-page color cartoon for Sunday supplements eventually will be added, according to the distributors, Mirror Enterprises Syndicate.

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STUDENTS FROM THE UNITED STATES AND A FOREIGN COUNTRY

IN THE UNITED STATES AND A FOREIGN COUNTRY

These United States, citizens of various states and education of the United States, and the United States, citizens of the United States, will be co-sponsors of the 1961 annual conference of the United States and the United States, beginning June 15, 1961.

Students of the United States from 15 states and 15 foreign countries will be invited to participate in the 1961 annual conference of the United States and the United States, beginning June 15, 1961. The conference will be held in the United States and the United States, beginning June 15, 1961.

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HARRY HORNER, DISTINGUISHED FILM AND STAGE DESIGNER,
TO CREATE TV SETS FOR 'CURTAIN CALL' ON NBC

Harry Horner, Motion Picture Academy Award winner and one of America's foremost designers of stage plays, will create his first television sets for "Curtain Call," the Worthington Miner dramatic series on the NBC-TV network, Fridays, 8:00 p.m., EDT.

Horner achieved notable success on Broadway for his ingenious settings for plays ranging from musical fantasy to drama, including such outstanding Broadway productions as "Lady in the Dark," "Let's Face It," "Star and Garter" and "Family Portrait." Transferring to Hollywood, Horner created scenery that helped to distinguish "Our Town" and "The Little Foxes." In 1950 he was given the Motion Picture Academy Award for his sensitive art direction of "The Heiress."

His reputation firmly established on Broadway and in Hollywood, Horner began designing sets for operas. He won new acclaim for his scenery for "Orfeo" and "Il Trovatore," at the Metropolitan Opera. For the San Francisco Opera he designed "Fidelio" and "Electra."

Horner will design the sets for the first four plays selected by Miner for "Curtain Call." In addition to designing the third, he will also direct it.

During the past season he directed Uta Hagen in "Tovarich" for the City Center Theatre in New York. A two-character motion picture, "The Ragged Edge," starring Ida Lupino and Robert Ryan, also was directed by Horner this season.

-----O-----



an NBC Feature

NEW TELARC PROJECTOR FOR TV USED FOR FIRST TIME
IN PRODUCTION BY ROBERT MONTGOMERY

"Of Lena Geyer," starring Mimi Benzell, seen recently on ROBERT MONTGOMERY PRESENTS YOUR LUCKY STRIKE THEATRE (NBC-TV, 9:30 p.m. EDT) was noteworthy not alone for the dramatic debut on video of its singing star, but also for several technical aspects.

The Telarc Projector was used for the first time. It is a rear screen projecting device which flashes a slide on a huge screen, thus creating a backdrop setting. Designed to specification by NBC's Special Effects Department, the Telarc affords three and a half times more light intensity than previous rear screen projectors by employing arc lamps of the type used by movie theatres in motion picture projection. Visibility and naturalism are consequently heightened considerably.

The show, in which Miss Benzell enacted the part of a world-famous opera star, required two huge racks full of period costumes, both for stage and off-stage dramatic sequences in the script. Miss Benzell, alone, had to make no fewer than 14 elaborate changes in the course of the hour show. Wardrobe assistants hovered behind each set to help her as she exited after a scene, rushing her into a new costume, after which the young diva would double-time it to the next scene. The timing was split second, but nevertheless necessitated using a double, identically accoutred, for some of the longer changes. The double was seen briefly in long shots only, properly gesticulating in an operatic sequence against Miss Benzell's recorded voice.

(more)

2 - New Telarc Projector

In still other operatic sequences where Miss Benzell needed more time for changes, her voice was heard in a recording, with the camera on the orchestra and its conductor until the moment she could run on stage. Then the camera picked her up, "singing" in pantomime against her own voice.

A new special effect called the Flexitron, invented by an NBC engineer named William Klages, and further developed by the network's Special Effects Department, was still another "first" on this show. The device causes the picture to wave, creating a montage effect having many dramatic uses for the imaginative TV director.

"Of Lena Geyer" was directed by Norman Felton, with Joseph W. Bailey as production supervisor. Rose Bogdanoff was in charge of costumes. The orchestra of more than 30 players, rarely used in such complement in live video dramas, was under the direction of Alfredo Antonini.

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NBC-New York, 6/20/52

trade *news*

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 23, 1952

NBC ANNOUNCES SALE OF RADIO STATION KOA, DENVER,
TO GROUP OF PROMINENT DENVER CITIZENS
AND BOB HOPE AND HIS ASSOCIATES

NEW YORK, June 23 -- The sale of radio station KOA at Denver, Colo., was announced today by the National Broadcasting Company. Subject to the approval of the Federal Communications Commission, the new owners will be a group of prominent Denver citizens and radio and television star Bob Hope and his associates. The price was \$2,250,000.

Joseph H. McConnell, president of the National Broadcasting Company, said that several offers to purchase the property had been made in the past and that NBC had declined, but it finally concluded that in a market such as Denver radio and television stations could better operate together. Since NBC has no television station in Denver, it reluctantly decided to sell the radio station and will now seek to buy a radio station in the Los Angeles area to complement its local television station KNBH there.

The Denver group of purchasers includes Quigg Newton, mayor, and William Grant and Morrison Shafroth.

KOA was founded Dec. 15, 1924 and joined NBC as an affiliate in February, 1928. NBC took over management and operation of the station in March, 1930, and purchased it in 1941.

NBC was represented in the negotiations by Joseph V. Hefferman, financial vice president.

KOA is a 50,000 watt clear channel station. It is one of the group of six radio stations and five television stations which NBC owns.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

June 23, 1952

PR 17A 9 45

* BOB HOPE AND BING CROSBY RAISE MORE THAN \$1,000,000
IN 14½-HOUR TELEVISION MARATHON TO SEND
U.S. OLYMPIC TEAM TO FINLAND *

* Congratulatory messages are still being delivered to Bob Hope and Bing Crosby for their success in raising more than \$1,000,000 in pledges and contributions to send the U.S. Olympic team to Helsinki, Finland, for the quadrennial Olympic games.

Crosby and Hope cooperated in a 14-and one-half-hour television marathon which was carried simultaneously on the CBS and NBC television networks beginning at 11:00 p.m., EDT, Saturday, June 21. The stars sang and joked throughout the lengthy production, and introduced a host of entertainment and sports personalities who added their talents to the fund-raising program. Crosby and several other Hollywood stars made their television debuts during the marathon.

The total amount pledged as the show left the air at 1:30 p.m., EDT, June 22, had reached \$1,000,020. Of that amount, Los Angeles contributed \$309,265 and New York \$279,579. The program was carried over 68 CBS and NBC stations in 48 cities.

During the final part of the show, sports figures in the East were cut in on the program from NBC's studios in New York and were seen and heard talking to Hope and Crosby at the El Capitan Theatre in Hollywood. During that segment of the show, NBC's Ben Grauer acted as
(more)

2 - TV Marathon

emcee in New York to introduce the sports personalities.

More than 1,000 persons aided in presenting the gigantic show. These included 250 performers, 200 musicians, 425 telephone operators, 60 engineers and a staff of messengers, auditors and secretaries.

The coast-to-coast marathon, first to be presented from the West Coast and first to be carried on two networks, was produced by Ed Sobol and Albert Capstaff with Norman Blackburn, NBC director of TV programming on the West Coast, and Jack Hope in charge of talent production. Warren Jacober was producer-director for the New York portion.

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GROUCHO MARX TO RETURN TO THE STAGE

Groucho Marx will return to the stage next month after 22 years of radio, motion pictures and television.

The star of "You Bet Your Life" on NBC radio and TV will appear at Southern California's La Jolla Playhouse from July 15 through July 20 as star of "Time for Elizabeth," a new version of a play written by himself and Norman Krasna.

It will be Groucho's first appearance in a play since "Animal Crackers" in 1930. In "Time for Elizabeth," the comedian will portray a quiet man who decides to quit business and go to Florida.

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There is no doubt that the following are the most important factors:

1. The first factor is the quality of the materials used in the construction of the building. This includes the quality of the concrete, the steel reinforcement, and the masonry work. The second factor is the design of the building. This includes the layout of the rooms, the placement of the windows, and the overall structure of the building. The third factor is the construction process. This includes the quality of the workmanship, the use of proper construction techniques, and the supervision of the construction process.

The fourth factor is the location of the building. This includes the proximity to the street, the availability of parking, and the overall environment of the area. The fifth factor is the cost of the building. This includes the cost of the materials, the cost of the construction process, and the overall cost of the building. The sixth factor is the time to complete the building. This includes the time to obtain the necessary permits, the time to complete the construction process, and the time to move into the building. The seventh factor is the safety of the building. This includes the use of proper safety protocols, the availability of fire extinguishers, and the overall safety of the building.

Conclusion

The following are the most important factors in the construction of a building: 1. The quality of the materials used in the construction of the building. 2. The design of the building. 3. The construction process. 4. The location of the building. 5. The cost of the building. 6. The time to complete the building. 7. The safety of the building.

N B C *convention news*



POLITICAL NOTABLES TO BE INTERVIEWED BY LEADING NEWSMEN
IN 'CONVENTION NEWS CONFERENCE,' NEW NBC-TV SERIES
CREATED BY LAWRENCE SPIVAK AND MARTHA ROUNTREE

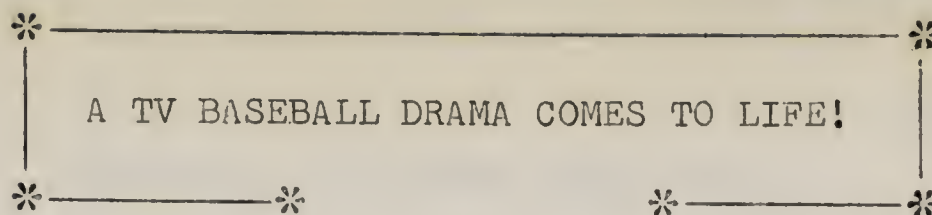
NBC-TV will present a new half-hour program series created by Lawrence Spivak and Martha Rountree, co-producers of "Meet the Press," as part of the network's complete coverage of the Republican and Democratic conventions in Chicago. On this series, entitled CONVENTION NEWS CONFERENCE, leading political figures will answer the questions of a dozen by-line journalists.

"Convention News Conference" will be presented, prior to the opening of the Republican convention, on the NBC-TV network Tuesday, July 1, from 7:00 to 7:30 p.m., EDT; Wednesday, July 2, from 10:00 to 10:30 p.m., EDT; Thursday, July 3, from 8:30 to 9:00 p.m., EDT; and Saturday, July 5, from 10:00 to 10:30 p.m., EDT. NBC-TV also will present a series of "Convention News Conferences" before the Democratic convention.

Miss Rountree and Spivak said they hoped "Convention News Conference" would "pay deserved tribute to the reporters of the various press associations and newspapers whose hard work and ability have given America the world's best press. Without the detailed information on world events furnished by our press, broadcast programs such as 'Meet the Press' which assume and depend on this background of information in our audience, would not attract large audiences. 'Convention News Conference' should help make even clearer to NBC televiewers the high caliber of newspapermen who help make this country the best-informed in the world."

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NBC-New York, 6/23/52



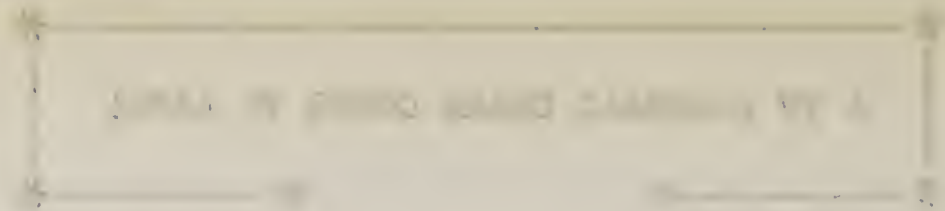
A television drama recently presented on the PHILCO TELEVISION PLAYHOUSE had its realistic counterpart this week with the signing of professional baseball's first woman player.

On Sunday, June 22, when the Harrisburg Senators, a farm club of the Philadelphia Athletics, signed 24-year-old Mrs. Eleanor Engle as shortstop, they were practically reenacting the plot of the television play, "A Man's Game," presented by "Philco Television Playhouse" on NBC June 1.

Patricia Benoit starred in the role of a young married girl who signed as a pitcher with the Philadelphia Phillies to become baseball's first woman player. "A Man's Game" was written especially for television by Robert Alan Aurther. At his Amagansett, L.I. home, today, Aurther had not yet heard of the real-life enactment of his story, which he said was completely a product of his own imagination -- an idea he first had over three years ago. When informed of the morning's sports headlines, Aurther expressed the same skepticism displayed by the Philadelphia team's manager when he said, "The idea will never get off the ground."

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NBC-New York, 6/23/52



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CORNELIUS K. SULLIVAN JOINS NBC AS
A PUBLIC RELATIONS REPRESENTATIVE

Cornelius K. Sullivan has joined NBC as a public relations representative, William F. Brooks, vice president in charge of Public Relations for the network, announced today.

He fills the position left vacant by Frank Young, who recently was appointed director of the NBC Press Department.

Sullivan's special duties will include handling official social functions in behalf of the network, receiving distinguished visitors and arranging for special services and tours for foreign industry representatives. He also will assist Brooks in over-all public relations projects.

Sullivan formerly was director of the Men's Division for the United Hospital Fund of New York. In this capacity he was responsible for the executive direction of the Men's Campaign Division, comprising about 800 of the city's top business and professional leaders. Before that he was assistant director of development in metropolitan New York for the National Association of Manufacturers, where he was engaged in developing support for NAM's public relations program.

Sullivan served with the U.S. Navy four years, assigned primarily to administrative work here and in England. He was released from active duty as a lieutenant, senior grade, in 1945.

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trade news

CA BUILDING · RADIO CITY · NEW YORK

PR 17A 9 45

June 24, 1952

'QUIZ KIDS' TO HOLD SUMMER SESSIONS ON NBC-TV

- - -

Joe Kelly to Question Panel on Political Conventions
During Premiere of New Series on July 7

The Quiz Kids, those amazing young experts on many subjects, will return to the NBC-TV network Monday, July 7 with a new series of Summer classroom sessions to be seen on alternate Mondays (8:00-8:30 p.m., EDT).

Joe Kelly will preside as chief quizzer of a panel of five talented youngsters who will appear on each program. Guest celebrities also will visit the classroom to try their hands at stumping the Quiz Kids.

The "Quiz Kids" program started on NBC radio 12 years ago. The "Kids" made their first television appearance in 1949.

Answering the roll call for the July 7 telecast will be mathematician Joel Kupperman, 16, who holds the all-time record for appearances on the show; Pat Conlon, 15, sports and literature expert; Janet Ahern, 7, another literary expert; Franke Vanderploeg, 8, whose specialty is science; and Melvin Miles, 8, an expert on things mechanical. Their guest will be Melvin's four-year-old brother, Laurie, who will play a piano selection with one finger. The political conventions in Chicago will be the basis for Kelly's questions.

(more)

2 - Quiz Kids

The Quiz Kids will be sponsored by Crosley Division Avco Manufacturing Co. The Summer series will be seen on alternate Mondays, in the time period of the vacationing Paul Winchell-Jerry Mahoney Show. Jay Sheridan will produce the series for Louis G. Cowan.

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GEORGE HICKS TO INTERVIEW REPUBLICAN LEADERS ON PARTY'S CAMPAIGN STRATEGY

REPUBLICAN REVIEW, a special NBC radio political convention program, with George Hicks as narrator, will be broadcast Friday, July 11, (8:00-8:30 p.m., EDT).

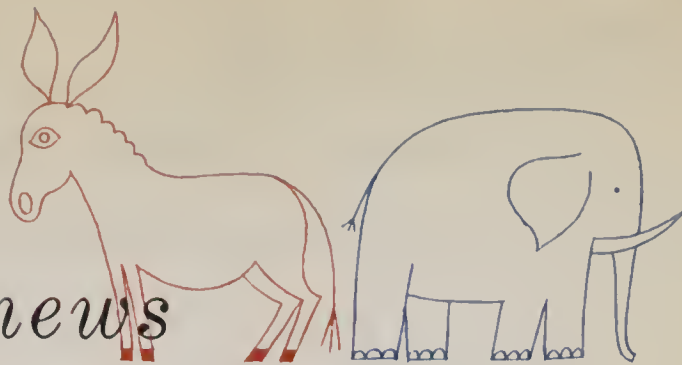
Hicks will interview leading Republicans on party strategy and plans for campaigning until November. He also will roundup the highlights of the Republican convention in Chicago.

Arthur Wakelee and William Weinstein will produce this special convention program.

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NBC-New York, 6/24/52

N B C *convention news*



MOST OF NEWS AND FEATURE STAFF OF 'TODAY' TO MOVE
TO CHICAGO FOR COVERAGE OF CONVENTIONS

TODAY, NBC-TV network's early morning news and special events show, will move most of its news and feature staff to Chicago for both the Republican and Democratic political conventions in July.

Latest news, newsreels, political features, interviews with key convention figures and other political sidelights on "Today" will originate from NBC's convention headquarters in Chicago. The staff will include "Today's" news commentator, James Fleming; Mort Werner, producer; Gerald Green, news director; Bert Leiper, assistant news director; Mike Zeamer, television director; Paul Cunningham, news writer; Maurie Robinson, news writer; Tom Galvin, film editor; Frank George, film editor; and Tom Naud, contact man.

Dave Garroway and Jack Lescoulie will continue presenting the international news portions of "Today" and the entertainment features from the RCA Exhibition Hall in Radio City, New York. "Today" is seen on the NBC-TV network Mondays through Fridays, 7:00 - 9:00 a.m., EDT and CDT.

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NBC-New York, 6/24/52

ANNIVERSARY CELEBRATION FOR 'DOUBLE OR NOTHING'

- - -

Film Star Doris Day to Help Emcee Walter O'Keefe

In Cake-Slicing Ceremony on Program

DOUBLE OR NOTHING, NBC comedy-quiz radio program, will celebrate its fifth anniversary with its current sponsor, the Campbell Soup Co., Monday, June 30 (Network except WNBC, 10:30 a.m., EDT), when paymaster of ceremonies Walter O'Keefe will be host to film star Doris Day, who will assist in the cake-slicing ceremony.

During the past five years, the show has featured contestants from every state in the Union, and from many foreign countries including Canada, Mexico, France, England, Ireland, India, China, Burma, Germany, Austria, Turkey, Egypt, Italy, Spain, Australia, Japan, Greenland, South Africa, Iceland, Finland, Scotland, Switzerland and Sweden. In addition, members of the armed forces and service men and women serving in the NATO countries have figured prominently on the Monday-through-Friday show. O'Keefe will relate some amusing experiences with his uniformed contestants.

During the years, many entertainment headliners have been guests on "Double or Nothing" and have donated their winnings to their favorite charities. The stars include Bob Hope, Elizabeth Scott, John Payne, Phil Harris, Lena Horne, Broderick Crawford, Burt Lancaster, Robert Cummings and a host of others.

"Double or Nothing" began on the air Sept. 29, 1940. Its present sponsor started with the show June 30, 1947, when it was broadcast on another network. The program became an NBC feature May 31, 1948. Agency for the sponsor is Ward Wheelock Co.

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UNUSUAL TV TECHNIQUES TO MARK PRESENTATION OF 'THREE,'
DRAMATIZING STORY OF BLIND MAN'S AID
TO DESPERADOES IN 'FOG'

THREE, a new kind of dramatic program employing unusual television techniques, will be presented on NBC-TV Thursday, July 3, (7:00-7:30 p.m., EDT).

A new use of the dramatic triangle is highlighted in "Fog," a specially written script by Leonard T. Holton, in which the three elements of conflict are fog, faith and evil. Luis Van Rooten, Dehl Berti and Ed Gargan will be featured in a story concerning two desperadoes bent on robbing a blind filling station attendant who, unaware of their intentions, rescues them on a foggy road because he alone is able to operate in the fog.

"Three" will be produced and directed by Doug Rodgers, who has devised not only the dramatic concept of "Three" but also the engineering and special-effects techniques which are expected to result in production economies. In cooperation with scenic artist Elmer Tag, lighting director Ian McKeown and NBC's director of TV special effects, James Glenn, Rodgers has evolved a new system of front and rear still-picture projection which will create the illusion of actual scenery.

"New camera techniques and dramatic effects will be used to put greater emphasis on story content and acting ability," says Rodgers, who has been working on the project for more than six months. "Our aim is to make live, dramatic television less expensive, more facile and more creative."

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CREDITS FOR 'ALL STAR SUMMER REVUE' ON NBC-TV

TITLE: ALL STAR SUMMER REVUE

TELECAST: Saturdays, 8:00-
9:00 p.m., EDT, beginning June 28, 1952

FORMAT: Music-and-comedy variety.

EMCEE: Mr. Ballantine, comic-magician

CAST OF PREMIERE SHOW: Dave Garroway, Georgia Gibbs, Jack Gilford, Yogi Berra, Oliver Wakefield, Paul Stefan Dancers and The Three Acromaniacs.

PRODUCER-DIRECTOR: Joseph Santley

MUSIC DIRECTOR: Dean Elliott

TV DIRECTOR: Hugh McDermott

WRITERS: Joe Stein and Will Glickman

EXECUTIVE PRODUCER: Pete Barnum

SPONSORS: Pet Milk Sales Corporation and Kellogg Co.

AGENCIES: Gardner Advertising Co. for Pet Milk; Kenyon & Eckhardt, Inc. for Kellogg.

ORIGINATION: New York

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR 17A 9-45

June 25, 1952

NBC RADIO NEWS AND COMMENTARY PROGRAMS TO BE BROADCAST FROM CHICAGO DURING POLITICAL CONVENTIONS

News and commentary programs of NBC radio will move to Chicago during most of July, while the national political conventions are in session. H.V. Kaltenborn, Richard Harkness, Morgan Beatty, Merrill Mueller and Earl Godwin are among the news analysts who will cover the conventions.

The programs which will move to Chicago include PURE OIL NEWS TIME (NBC network except WNBC, Mondays through Fridays, 7:00-7:15 p.m., EDT), with Kaltenborn on Mondays, Wednesdays, and Fridays, and with Harkness on Tuesdays and Thursdays; Mueller's HOME EDITION OF THE NEWS (NBC network and WNBC, Mondays through Fridays, 1:30-1:45 p.m., EDT); NEWS OF THE WORLD with Beatty (NBC network and WNBC, Mondays through Fridays, 7:30-7:45 p.m., EDT, and network except WNBC, 11:15-11:30 p.m., EDT); and EARL GODWIN'S WASHINGTON (network and WNBC, Saturdays, 6:15-6:30 p.m., EDT).

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EDUCATORS ASK FOR TRANSCRIPTIONS OF 'WHO GOES THERE?'

FOR PROBABLE USE IN SCHOOL COURSES

WHO GOES THERE?--NBC radio's four-part documentary which graphically assesses U.S. foreign policy in Western Europe, with Leon Pearson as narrator--has resulted not only in considerable critical acclaim but also favorable reaction in American educational circles.

Among educators who have asked for transcriptions of "Who Goes There?" for probable use in regular school curricula are Marguerite Fleming, director of KSIH, the St. Louis, Mo., Board of Education radio station; James McAndrew, radio coordinator of New York City schools for WNYE, New York's Board of Education FM radio station; and Alvin M. Gaines, program director and supervisor of radio education in the Atlanta, Ga., public schools.

"Who Goes There?" is produced by the NBC News and Special Events Department headed by Henry Cassidy.

Joseph Meyers is manager of news operations.

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LOCKWOOD DOTY TO COVER FIRST VOYAGE OF LINER UNITED STATES

NBC newsman Lockwood R. Doty will be aboard the new luxury liner United States when she leaves New York on July 3 for her maiden voyage to Southhampton and Le Havre. Doty, with a tape recorder, will cover the trip, during which the crew hopes to capture the Atlantic blue ribbon speed record.

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NBC-New York, 6/25/52

CONSIDERING THE FACT THAT THE JAMES EARL RAY

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STUDENTS FROM U.S. AND OTHER LANDS ENROLL
IN NBC-BARNARD SUMMER RADIO-TV INSTITUTE

Students from 12 states, and others from Nova Scotia, Cuba and South America are enrolled in the second annual Summer Institute of Radio and Television presented jointly by the National Broadcasting Company and Barnard College in New York City, from June 30 through Aug. 8.

Four courses will be offered by NBC staff members. Mrs. Doris Corwith, supervisor of Public Affairs, will conduct a general introductory course. Patrick Kelly, supervisor of announcers, will lecture on announcing; Ross Donaldson, supervisor of Literary Rights, on writing, and William C. Hodapp, executive director of Teleprograms, Inc., on production.

The students who fulfill requirements of the courses will receive certificates. They are from Arizona, Connecticut, Florida, Indiana, Louisiana, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania and Texas.

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CREDITS FOR 'THE BRIGHTER DAY' ON NBC RADIO

TITLE: THE BRIGHTER DAY (Returned to NBC
radio Monday, June 23, 1952).

TIME: NBC radio network, Mondays
through Fridays, 9:45-
10:00 a.m., EDT; repeated to
Mountain and Pacific time zones
at 2:45-3:00 p.m., EDT.

STARS: Joan Alexander (Althea), Bill
Smith (Rev. Richard Dennis) and
Les Damon (Larry Race).

WRITER: Irna Phillips

PRODUCER: Beverly Smith

DIRECTOR: Wes McKee

ANNOUNCER: Bill McCord

FORMAT: "The Brighter Day" story con-
cerns the family of a small-
town minister, and tells how
they meet their personal and
social problems.

SPONSOR: Procter and Gamble Company

AGENCY: Young & Rubicam

ORIGINATION: New York

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CREDITS FOR 'YOUNG DR. MALONE' ON NBC RADIO

TITLE: YOUNG DR. MALONE (Started on NBC
radio Monday, June 23, 1952).

TIME: NBC radio network, Mondays
through Fridays, 9:30 -
9:45 a.m., EDT; repeated to
Mountain and Pacific time
zones at 2:30-2:45 p.m., EDT.

STARS: Sandy Becker (Dr. Jerry Malone)
and Barbara Weeks (Anne Malone).

WRITER: Julian Funt

PRODUCER: Minerva Ellis

DIRECTOR: Walter Gorman

ANNOUNCER: Ron Rawson

FORMAT: A daily two-scene program, de-
scribing the separate lives
of Jerry and Anne Malone who,
though forced for professional
reasons to live apart, love
each other deeply.

SPONSOR: Procter and Gamble Company

AGENCY: The Biow Company

ORIGINATION: New York

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ATTENTION TO THE FOLLOWING: THE FOLLOWING IS A SUMMARY OF THE INFORMATION CONTAINED IN THE ATTACHED DOCUMENTS.

1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 26

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A 9 45

June 26, 1952

ROBERT MONTGOMERY TO PRESENT SUMMER STOCK SERIES
ON NBC-TELEVISION STARTING JULY 14

Robert Montgomery will institute a Summer stock series on television starting Monday, July 14 (NBC-TV, 9:30 p.m., EDT).

Three performers -- John Newland, Margaret Hayes and Vaughn Taylor--will be seen regularly in each of the six plays to be offered, sometimes in leading roles and occasionally in smaller parts, in keeping with Summer stock company tradition. Supporting casts will be changed weekly.

The opening show on July 14, as well as those of July 28, Aug. 11 and Aug. 18 will be known as ROBERT MONTGOMERY PRESENTS THE JOHNSON'S WAX SUMMER THEATRE. The shows of Aug. 4 and 25 will be called ROBERT MONTGOMERY PRESENTS YOUR LUCKY STRIKE THEATRE. There will be no offerings on July 7 and 21 because of programs scheduled for the political conventions in Chicago.

Montgomery has long been interested in the idea of a television stock company, though this has been his first opportunity to

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1. The first part of the document is a letter from the President of the United States to the Congress.

2. The second part of the document is a report from the Secretary of the Treasury on the state of the Union.

3. The third part of the document is a report from the Secretary of the Navy on the state of the Navy.

4. The fourth part of the document is a report from the Secretary of the War on the state of the War.

5. The fifth part of the document is a report from the Secretary of the Interior on the state of the Interior.

6. The sixth part of the document is a report from the Secretary of the Agriculture on the state of the Agriculture.

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put it into effect. The plays to be given have been selected with the talents of the three leading actors in mind. James Thurber's "The Catbird Seat," adapted for television by Robert Shaw, will be the premiere offering July 14. Herbert Bayard Swope, Jr., will direct the Thurber story.

On July 28, Christopher Morley's "Advice to the Lovelorn," adapted for TV by Jerry Ross, will be seen. On Aug. 4, an original teleplay, "Mr. Dobie Takes a Powder," by Theodore and Mathilde Ferro, is scheduled. On Aug. 11, another original, "Summer Story," by Thomas W. Phipps, will be presented. The play for Aug. 18 will be "Wedding Night" by Mosser Mauger. The concluding show of the Summer stock season on Aug. 25 has not yet been selected.

Robert Montgomery will continue as host of the series, appearing on film, although the plays will be done "live." Joseph W. Bailey remains as production supervisor for the entire Summer series. Hank Coleman is production assistant.

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NBC-New York, 6/26/52

'ASSIGNMENT: MAN HUNT' RETURNS TO NBC-TV

"Assignment: Man Hunt," mystery-adventure series, returns to NBC-TV for the second successive Summer Saturday, July 5 from 10:30 to 11:00 p.m., EDT, in the time period of "Your Hit Parade," which goes on vacation after the telecast of June 28.

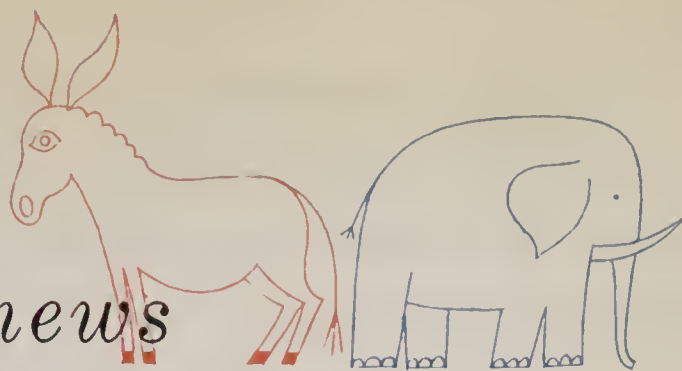
"Overdue Account," by Alfred Baker, a tense story of mobsters facing a grim case of mistaken identity while on a mission of murder, will be the first offering in the Summer series, which continues through Aug. 23.

Bill Hobin directs the adventure-mystery dramas, with Peter Cass assisting. Julian Claman produces for Talent Associates. Casts for each episode will change weekly.

The American Tobacco Company will sponsor "Assignment: Man Hunt" for Lucky Strike Cigarettes, through Batten, Barton, Durstine and Osborn.

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N B C *convention news*



NBC, WITH STAFF OF 300 MOVING TO CHICAGO, WILL COVER
ALL PHASES OF G.O.P. CONVENTION IN SPECIAL
AND REGULAR PROGRAMS ON RADIO AND TV

NBC will make Chicago the broadcasting capital of the country during July when the TV and radio networks move a staff of 300 men and women, \$2,000,000 worth of facilities and many regularly scheduled programs wholly or in part to that city to supplement the Philco-sponsored TV-and-radio coverage of the political conventions.

According to William R. McAndrew, director of the NBC coverage of the Republican and Democratic conventions, half of NBC's broadcasts during July will originate in the network's combined radio-TV headquarters in International Amphitheatre or in other NBC installations in Chicago. McAndrew said NBC will present 27 Republican convention special programs, 16 on television and 11 on radio, in addition to the approximately six hours of broadcasts of convention proceedings on Monday, Tuesday, Wednesday and Thursday of the week each party is meeting. The Republicans will open their convention on Monday, July 7, the Democrats on Monday, July 21.

NBC-TV will start its convention coverage each morning with a one-hour special program, McAndrew said, followed by a complete report of the morning sessions expected to start about 12:30 p.m., EDT,

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2 - Convention

and lasting until 2:30 p.m., EDT. NBC-TV will resume its telecasts from the convention about 7:00 p.m., EDT, with a series of special or regularly scheduled news and feature programs; will pick up the night session when it opens about 9:30 p.m., EDT, and follow events through until adjournment at approximately 11:00 p.m., EDT.

NBC radio coverage will include full reports on the convention proceedings at the same hours as listed above. Radio also will give latest information on candidates, political maneuvering and reaction to events on all regularly scheduled newscasts, which will originate in Chicago during the convention periods.

McAndrew said that eight regularly scheduled NBC-TV programs would originate wholly or in part from the convention city. He listed "Today," the "Camel News Caravan," "Meet the Press," "American Forum of the Air" and "Youth Wants to Know," "We, the People," the "Bob Considine Show" and Robin Chandler's report during Kate Smith's "Matinee In New York."

NBC radio programs moving to Chicago for July include "World News Roundup," "Merrill Mueller's Home Edition," "Three Star Extra," "Pure Oil News Time," both editions of Morgan Beatty's "News of the World," "Earl Godwin's Washington," "Alex Dreier and the News," Elmo Roper's weekly reports on what the nation is thinking, "On the Line with Considine," "Meet the Press," "American Forum of the Air" and "Mike 95."

NBC RADIO

McAndrew listed NBC radio's special Republican convention programs as follows:

(more)

and having until 1955. The TV station has indicated from the records about 7:00 a.m. 1955. When a review of records of the station was made the records showed that the station was in operation from 1955 to 1957. The TV station records showed that the station was in operation from 1955 to 1957.

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3 - Convention

Saturday, June 28: from 8:00-8:30 p.m., EDT, CONVENTION PREVIEW, with George Hicks as narrator. Reports from 10 areas of the country with reactions of delegates to various candidates for the Presidential nomination.

Tuesday, July 1: 10:00-10:30 p.m., EDT, CONVENTION NEWS CONFERENCE, created by Lawrence Spivak and Martha Rountree, featuring leading candidates and political figures as well as byline writers covering the convention.

10:35-11:00 p.m., EDT, CONVENTION CITY, with Jim Hurlbut of NBC Chicago interviewing hotel and restaurant men and the officials in charge of convention arrangements.

Wednesday, July 2: 11:30 p.m.-12 midnight, EDT, (Network except WNBC) CONVENTION NEWS CONFERENCE.

Thursday, July 3: 10:35-11:00 p.m., EDT, HEADQUARTERS REPORT, spotlighting the officers, managers and men surrounding the leading candidates. 11:30 p.m.-12:00 midnight (Network except WNBC), CONVENTION NEWS CONFERENCE.

Sunday, July 6: 7:30-8:00 p.m., EDT, FIRST BALLOT, preview of the voting. A special program in advance of the Republican convention, a preview of how the GOP delegates will vote on the first ballot.

9:30-10:00 p.m., EDT. A radio play dramatizing the origin of the Republican Party.

Friday, July 11: from 8:00 to 8:30 p.m. EDT, REPUBLICAN REVIEW with George Hicks as narrator summarizing the results of the GOP convention and the party's strategy.

NBC-TV

McAndrew listed NBC-TV's special Republican convention programs as follows:

Tuesday, July 1, 7:00 to 7:30 p.m., EDT, CONVENTION NEWS CONFERENCE. Martha Rountree and Lawrence Spivak with a group of newsmen quiz leading candidates and other political figures.

8:00 to 9:00 p.m., EDT (Network except WNBT) PHILADELPHIA, '48 -- REPUBLICAN, a film and live summary of events at the 1948 GOP convention in Philadelphia.

(more)

Thursday, June 10, 1964, 8:00-9:30 P.M., 1000

Meeting with Group 10 as scheduled. Reports from 10 members of the Society with reference to various activities for the present season.

Friday, June 11, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Saturday, June 12, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Sunday, June 13, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Monday, June 14, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Tuesday, June 15, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Wednesday, June 16, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Thursday, June 17, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Friday, June 18, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Saturday, June 19, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Sunday, June 20, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

Monday, June 21, 1964, 10:00-11:30 P.M., 1000

Continued meeting of Group 10 with reports from 10 members. Meeting continued and various projects were discussed.

4 - Convention

Wednesday, July 2, 10:00 to 10:30 p.m., EDT, CONVENTION NEWS CONFERENCE.

Thursday, July 3, 9:00 to 9:30 p.m., EDT, CONVENTION NEWS CONFERENCE.

Saturday, July 5, 4:30 to 5:30 p.m., EDT, CHICAGO '52 -- REPUBLICAN, a roundup of personalities, procedure and potential presidential nominees.

10:00 to 10:30 p.m., EDT, CONVENTION NEWS CONFERENCE.

Sunday, July 6, 4:00 to 5:00 p.m., EDT, THE MAN WHO, a historical survey of previous Republican campaigns and candidates leading up to current issues and aspirants.

Monday, July 7, Tuesday, July 8, and Wednesday, July 9, 10:00 to 11:00 a.m., EDT, REPUBLICAN CONVENTION HIGHLIGHTS, special features, remote pickups from mobile units and preparations for regular convention session.

7:00 to 7:30 p.m., EDT, CONVENTION CALL -- NBC commentators answer listeners' questions on GOP events and personalities.

Thursday, July 10, 7:00 to 7:30 p.m., EDT, CONVENTION CALL.

Friday, July 11, 7:00 to 7:30 p.m., EDT, CONVENTION CALL.

Another NBC-TV convention special may be aired on Wednesday, July 9, 8:30 to 9:30 p.m., EDT, McAndrew said. He added that NBC would present a similar series of convention specials prior to and during the Democratic convention as part of the Philco-sponsored coverage on NBC radio and television networks.

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NBC-New York, 6/26/52

100-60115

...and the ...

SONGS OF AMERICAN BIRDS AND CALLS OF WILDLIFE
TO BE HEARD IN NEW SUMMER SERIES

The National Audubon Society and Cornell University will present a Summer series of 12 programs on NBC radio featuring the songs and calls of familiar American birds and wildlife, beginning Sunday, July 13 (network except WNBC, 11:45 a.m.-12:00 noon, EDT). The series title is "Songs of the Wild."

Miss Rea King, amateur naturalist and representative of the National Audubon Society, will narrate these special NBC public service programs and present the wildlife calls as they were recorded in their natural surroundings by the Laboratory of Ornithology at Cornell.

Night birds, including the loon, the whip-poorwill and the owl, will be heard on the July 13 broadcast; thrushes and mimic thrushes July 20, and warblers July 27.

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LONG ON AMERICAN BIRDS AND THE NEW ENGLAND
TO BE GIVEN IN NEW ENGLAND

The National Audubon Society and Cornell
University will present a summer series of 12
lectures on the birds of the New England
area of the New England area and will give
a special lecture, July 12 (Tuesday) 8:00 P.M.
11:00 A.M.-12:00 P.M. (Tues.) The lecture will
be "Songs of the Birds."

Also on July 12, 1934, the National Audubon Society
will present a special lecture on the birds of
the New England area and will give a special
lecture, July 12 (Tuesday) 8:00 P.M.
11:00 A.M.-12:00 P.M. (Tues.) The lecture will
be "Songs of the Birds."

July 12, 1934, 8:00 P.M.

JACK GREGSON NEW EMCEE OF 'LIVE LIKE A MILLIONAIRE'

Beginning Monday, June 30, Jack Gregson, radio, television and motion picture personality will become the master of ceremonies on the talent-testing radio program, LIVE LIKE A MILLIONAIRE (NBC, Mondays through Fridays, 2:30 p.m., EDT). Gregson replaces Jack McCoy, who is returning to the West Coast.

Gregson has a record of 27 years in show business, beginning at the age of seven as America's youngest licensed auctioneer. He has headed his own program, "The Jack Gregson Show," for several years and has appeared on many radio and television programs, both on the West Coast and in New York. He also had a featured role in the movie "Submarine Command."

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CREDITS FOR 'DOORWAY TO DANGER' ON NBC-TV

TITLE: "Doorway to Danger"
 TIME: NBC-TV, Fridays, 9:00 p.m., EDT
 STARTING DATE: July 4, 1952
 STAR: Roland Winters as John Randolph
 WRITERS: Various: Martha Wilkerson for first and several other programs.
 DIRECTOR: Dick Schneider, William Hunt, assistant
 ANNOUNCER: Ernest Chapell
 FORMAT: Each telecast a complete drama of some government agent's hazardous secret mission.
 SPONSOR: American Cigarette and Cigar Co., Inc. for Pall Mall Cigarettes
 AGENCY: Sullivan, Stauffer, Colwell and Bayles, Inc.
 ORIGINATION: New York

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

June 27, 1952

PR 17A-9 45

NBC-TV to Carry 1952 N.C.A.A. College Football Program

The National Broadcasting Company television network will carry the 1952 N.C.A.A. college football program, the television committee of the National Collegiate Athletic Association announced yesterday (June 26). The program will include one major game on each of 12 dates during the season and also a comprehensive offering of small-college games, to be presented locally.

After three days of discussions with major networks, sponsors and advertising agencies, the N.C.A.A. committee headed by Bob Hall, Yale University's director of athletics, and with Commissioner Asa S. Bushnell of the Eastern College Athletic Conference as its director, made the award to NBC. The award was made on the basis of the network's proposed geographical coverage, its facilities and its projected program for providing the public with information on colleges and their educational and athletic activities. NBC also carried the N.C.A.A. football program last year.

In his letter of acceptance of the NBC offer, Hall stated to Joseph H. McConnell, President of NBC: "The NBC proposal was the most complete and comprehensive of all the bids we received and we are very happy to know that the N.C.A.A. program will be given such extensive coverage. The public will not only see the finest of football fare,

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

THE UNIVERSITY OF CHICAGO
LIBRARY

The University of Chicago Library is a major research library in the United States. It is one of the largest and most comprehensive libraries in the world. The library's collection is vast and diverse, covering a wide range of subjects and disciplines. It is a treasure trove of knowledge and information for scholars and students alike. The library's location in Chicago, Illinois, makes it a convenient resource for the university's faculty and students. The library's staff is dedicated to providing excellent service to its patrons. The library's architecture is a masterpiece of modern design. The library's collection is constantly growing and expanding. The library's location is in the heart of the city. The library's staff is highly trained and experienced. The library's collection is one of the most important in the world. The library's location is in the heart of the city. The library's staff is highly trained and experienced. The library's collection is one of the most important in the world.

but through the great medium of television will be informed throughout the season of the values which are inherent in the college educational and athletic programs. We are completely convinced that NBC will do the job."

Supplementing the statement by the committee chairman, Bushnell explained that NBC, under the terms of the N.C.A.A. plan, will select the schedule of games to be telecast and will negotiate for the rights to those games directly with the colleges which NBC and the prospective sponsor or sponsors will select.

Expressing NBC's gratification, McConnell said: "The National Broadcasting Company is proud to be able to bring the best in college football to American homes through television in the coming Fall season. We will provide the public not only with the finest football games but also a comprehensive program of information on college athletics and their place in the field of education."

The 12 dates making up the program will comprise the 11 Saturdays from Sept. 20 to Nov. 29, inclusive, plus Thanksgiving Day. No cities will be blacked out, as they were last year.

Negotiations for NBC were carried on by Davidson Taylor, general production executive of the TV network, and Tom Gallery, director of sports. Acting for the N.C.A.A. television committee was its steering committee, which includes -- in addition to Bushnell and Hall -- Walter Byers, executive director of the N.C.A.A., and J. Shober Barr, of Franklin and Marshall.

Gallery announced that negotiations are already under way to arrange the schedule.

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and through the great system of education with its financial resources
the system of the future which has been in the college educational
and artistic programs. In the meantime, however, that the world is
the day."

Representative of the movement in the movement which was
will explain that the world is the world of the world, and
which has been the world of the world, and will negotiate for the
rights to those who are already with the college which the world
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rights to those who are already with the college which the world
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Representative of the movement, however, is the world. The world
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rights to those who are already with the college which the world
disappearing through the movement which is the world.

N B C *convention news*



June 27, 1952

FACTS AND FIGURES ABOUT NBC'S COVERAGE
OF POLITICAL CONVENTIONS IN CHICAGO

NBC's communications system for covering the political conventions in Chicago by radio and television will include 500 telephones, two 80-line telephone switchboards plus four supplementary boards, and three 24-hour-a-day phone circuits from Chicago to New York; two teletype circuits and three radio cue channels.

* * *

Electronic equipment on hand in Chicago for NBC's coverage of the conventions will be vast. It will include 500 miles of wire and cable, 200 microphones (fixed and portable), 25,000 electronic tubes, 28 TV cameras, five walkie-talkies, three walkie-lookies and 50 television monitors. The electric power required for TV operation will be enough to power half of the TV transmitters in the entire country.

* * *

NBC's four big mobile units, including the "TV newsroom on wheels," will be equipped with novel air-horns that sound the NBC chimes. The three-note horns will be heard throughout Chicago as the mobile units provide remote TV pickups from airfields, railroad terminals, hotels and other points of interest.

* * *

2 - Facts and Figures

NBC will have two 80-line phone switchboards to coordinate its convention staff. A New York NBC operator will train the six Chicago switchboard girls who will work around the clock at the boards in the North Wing of the International Amphitheatre and NBC studios in the Conrad Hilton Hotel. NBC also is compiling a phone book of convention coverage personnel.

* * *

Philco Corporation, which is sponsoring NBC television and radio coverage of the conventions, will prepare a variety of film and live commercials for all NBC stations. Some filmed commercials will be inserted locally by stations when circumstances prevent a "live" commercial direct from Chicago.

* * *

Les Vaughan is the business manager for NBC's convention coverage. He has arranged for 150 rooms in five hotels, 300 airline and railroad tickets, 10 autos for use in Chicago, 25 desks, 35 typewriters, four mimeograph machines, plus thousands of smaller items. Vaughan and three assistants will handle the finances, disbursing, procurement and travel functions for NBC's 300-man radio and TV staff in Chicago.

* * *

NBC spent \$100,000 to build its convention coverage headquarters in the North Wing of the convention hall. Two air-conditioned TV studios, three radio studios, a tape-recording room, two darkrooms, a combined TV-radio news center, the office of William R. McAndrew, director of NBC's combined convention coverage, and a lounge are contained in the 7,500 square feet of space. In the Conrad Hilton Hotel, NBC has also constructed two TV studios and additional radio studios.

* * *

(more)

and will have the 50-100 pound weightage to coordinate
 the technical staff. A new type of contract will have the
 Chicago telephone staff and will have a separate office at the
 in the north wing of the Department of Commerce and will be
 the County of Cook. And this is a separate office of the
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 Chicago telephone staff and will have a separate office at the
 in the north wing of the Department of Commerce and will be
 the County of Cook. And this is a separate office of the
 and will have the 50-100 pound weightage to coordinate

(100)

3 - Facts and Figures

Esther Van Wagoner Tufty, noted Washington newswoman, will join NBC's convention coverage staff.

* * *

NBC radio will cover political convention news in Chicago from almost every conceivable location. In addition to studio facilities, NBC radio will have 50 remote installations around Chicago. Eleven Minicorders and 12 studio-type recorders will be used to document every minute of the convention plus much of its behind-the-scenes activity.

* * *

The floor microphone system for the delegations at the conventions was devised by George McElrath of NBC radio. NBC has for use at the conventions RCA floor microphones no bigger than a grape, which amplify the speaker's voice but eliminate background noise.

* * *

Outside the convention amphitheatre, NBC-TV will have a battery-powered hydro-lift truck for hoisting a television camera 15 feet in the air to give a bird's-eye view of crowds.

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NBC-New York, 6/27/52

Robert Van Dine, Jr., noted speaker at the event, will

join NBC's convention coverage team.

* * *

NBC Radio will cover political convention news in Chicago

from almost every conceivable location. In addition to studio facilities

the NBC Radio will have 50 mobile broadcasting stations around Chicago.

Eleven transmitters and 12 studio-type transmitters will be used to cover

most every minute of the convention from about 100 mobile stations

active.

* * *

The floor microphone system for the convention at the con-

vention was devised by George Waller of NBC Radio. NBC has for the

at the convention, RCA floor microphones are placed in a circle around

exactly the speaker's voice but eliminate background noise.

* * *

Outside the convention headquarters, NBC-TV will have a

high-powered 1000-watt transmitter for covering a television channel in

area in the city to give a better view of events.

REC-4000 Model 6177/28

'CAMEL NEWS CARAVAN' GOES COAST-TO-COAST

- - -

John Cameron Swayze in Hollywood for Start
Of Nationwide Telecasts of Series

Hollywood will join New York, Washington and Chicago as a major television news center on Monday, June 30 when NBC-TV cameras atop Mount Wilson pick up John Cameron Swayze on the famous Hollywood corner of Sunset and Vine, as the CAMEL NEWS CARAVAN becomes the nation's first coast-to-coast news telecast series. Swayze and the "News Caravan" will originate from Hollywood on Monday, Tuesday and Wednesday, June 30, July 1 and 2 (7:45 p.m., EDT). An up-to-the minute West Coast edition of the "News Caravan" will be telecast by NBC-TV stations in Hollywood, San Francisco and Seattle at 7:45 p.m., PDT.

Roy Neal, Western division NBC-TV news supervisor, has expanded his staff to make it the largest TV news group in the West. Two mobile units equipped with electronic cameras, plus a station wagon for film camera crews, stand ready at NBC Hollywood to cover any disaster or special event. Three NBC-TV film cameramen -- Jack Lepert, Frank King and Dexter Alley -- will cover Southern California, aided by cameramen in Monterey and San Diego. Other NBC-TV cameramen are spotted in Seattle, Portland, San Francisco and Sacramento, Phoenix, Tucson, Dallas and Denver to give "Camel News Caravan" the most complete coverage of the Western half of the United States.

Working night and day for the past six weeks, builders have completed a new film studio at NBC Hollywood to house West Coast originations on the "Camel News Caravan."

(more)

WFO-TV 1962
 The station began its first
 51 television telecasts of films

Believed will join the New York, Washington and Chicago as a
 major television news center on Monday, June 30, when WFO-TV
 sign Mount Airy, N.C. as the station's major on the East Coast
 corner of sunset and noon, as the first new station to
 nation's first news-1-1000 news telecast service. Sunday and the
 "News Center" will originate two hours of news, Tuesday and
 Wednesday, June 10, July 1 and 2 (10:00 a.m. - 12:00 p.m.) and the
 two West Coast stations of the "News Center" will be located in
 TV stations in Hollywood, San Francisco and Seattle at 7:00 a.m., 1962.
 WFO-TV, located at 1000 W. 10th Avenue, Denver, Colo., has
 located its first office in the city of Denver, Colo., at the
 Two mobile units equipped with electronic cameras, film and
 on for the camera crew, which will be followed by news
 disaster on special event. News 100-100 film equipment -- 1000
 feet, Frank King and Dexter King -- will cover Denver 10/10/62.
 aided by cameramen in Kansas and San Diego. Other 100-100
 are spotted in Denver, Portland, San Francisco and Sacramento, 1962.
 six, James Bell and James Bell "James Bell" and
 complete coverage of the Denver part of the 1962 season.
 Denver, Colo. and for the past six weeks, and Denver has
 completed a new film studio at the WFO-TV building to house news
 stations in the Denver area.

2 - 'Camel News Caravan'

Two complete 16mm. and 35mm. camera chains with facilities for slide presentation, a control room, announcer's booth and cutting room occupy the 21-by-93-foot studio. RCA kinescoping equipment will be used to record those parts of the "News Caravan" which come from Eastern news centers like New York, Washington, Cleveland and Chicago, and from NBC-TV correspondents in Europe and the Middle East.

"Eighteen months ago the NBC-TV news department in Hollywood was a mere shadow of its present strength," Neal said. "The experience we gained on our pioneering local news telecasts over KNBH, NBC-TV outlet in Hollywood, has served as a base for building up our staff of cameramen and adding to our equipment. We have TV news coverage of every major Western city and surrounding areas now. Televiewers coast-to-coast watching the 'Camel News Caravan' will see how important a television news center Hollywood has become." William Bennington will direct NBC-TV news originations in Hollywood.

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NBC-New York, 6/27/52



June 30, 1952

SENATOR TAFT TELLS NBC PRESIDENT McCONNELL HE HAS
NO OBJECTION TO TELEVISION HEARINGS ON
DELEGATES' CONTESTS AT CONVENTION

NEW YORK, June 30 -- Senator Robert Taft has informed the National Broadcasting Company that he has "absolutely no objection to the use of television in hearings" on delegates' contests at the Republican national convention in Chicago.

Joseph H. McConnell, president of the National Broadcasting Company, received the following telegram today from Senator Taft:

"I have absolutely no objection to the use of television in hearings on contests and I have so informed Mr. Gabrielson, but I do not think I should attempt to dictate to national committee. Regards."

On Friday, June 27, Mr. McConnell sent telegrams to Senator Taft and General Dwight D. Eisenhower requesting permission to televise the sessions of the credentials committee. A third telegram reaffirming an earlier request made last June 11 was sent by Mr. McConnell to Guy Gabrielson, chairman of the Republican National Committee.

As of noon today, replies had not been received by Mr. McConnell from General Eisenhower or Mr. Gabrielson.

Mr. McConnell's telegrams to Senator Taft and General Eisenhower were identical and read:

"On June 11, our operations people urgently requested Chairman Gabrielson to grant permission for our televising the credentials committee hearings tentatively scheduled for June 30 in the

(more)

Hotel Hilton in Chicago. This was a formal request to follow up a verbal request made to William Mylander the previous Tuesday in Chicago. Chairman Gabrielson acknowledged receipt of the request and advised that a decision would be forthcoming within a few days. So far no decision has been received and we would like to request your support and intervention to make sure that this important segment of the convention proceedings is given the widest possible dissemination via television. Television should have the right to cover news events of this kind on an equal basis with other media. Television presents the event as it is. It shows the truth without intermediary interpretation and we believe that the American people are entitled to such coverage of so important an event. I am making this same request (here Mr. McConnell named each candidate's opponent respectively and Mr. Guy Gabrielson.)"

Mr. McConnell's telegram to Gabrielson read:

"On June 11, our operations people urgently requested you to grant permission for our televising the credentials committee hearings tentatively scheduled for June 30 in the Hotel Hilton in Chicago. This was a formal request to follow up a verbal request made to William Mylander the previous Tuesday in Chicago. You acknowledged receipt of the request and advised that a decision would be made forthcoming within a few days. So far no decision has been received. As the time is growing short, we are extremely interested to know whether radio and television are to have equal rights with other news media to cover this important segment of the convention proceedings. We believe that television should have the rights to cover proceedings of this nature

(more)

Hotel Hilton in Chicago. This was a formal request to the...
 various requests made to William... the... in Chicago...
 That was... a... of the... and...
 that a decision would be... a few days. On the...
 relation has been received and we would like to...
 intention to make... the... of the...
 that proceedings be given the... information via...
 vision. Decision should be made... of this...
 kind as an equal case with other... Decision...
 even as it is. It... information...
 and we believe that the... and...
 it is... I... (the...
 McDowell... and the...

Decision.

Mr. McDowell's...
 "On June 11, the... requested...
 that permission for our...
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3 - Senator Taft

so that the American people can have an opportunity to view the event as it happens. Television shows the truth without intermediary interpretation, and we feel such an important part of the convention proceedings should not be withheld from television viewers. May we have a favorable decision from you quickly in order that equipment and other necessary installations will not be unnecessarily delayed? Best regards."

The hearings are now scheduled to start Tuesday, July 1st.

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NBC-New York, 6/30/52

as that the American people can have an opportunity to view the event
as it happens, television shows the truth without distortion
distortion, and we feel such an important part of the education
process should not be withheld from the public. For we
have a favorite slogan that we highly in mind and remember
and that necessary legislation will not be unnecessarily delayed
but rather.

The Senate has now scheduled to start working, and we

will have more to say.

trade news



RCA BUILDING · RADIO CITY · NEW YORK

PR 17A-9-45

June 30, 1952

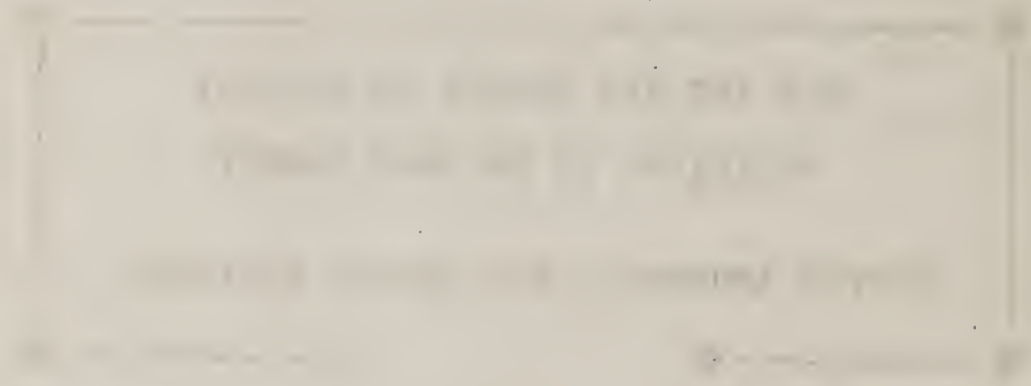
BOB AND RAY RETURN TO NBC-TV;
SATIRISTS TO BE SEEN WEEKLY
- - -
Cloris Leachman, Bob Denton Featured

Bob and Ray, NBC's clever team of satirical humorists, will return to television in a weekly, half-hour series beginning Saturday, July 5 (NBC-TV, 7:30 p.m., EDT). They will be sponsored on alternate weeks, effective on that date, by Miles Laboratories, Inc.

Bob Elliott, a pleasant, unassuming young man of 29, and Ray Goulding, a year his senior and equally pleasant and unassuming, are brilliant exponents of comedy satire. In their subtle, dead-pan fashion, the boys lampoon all that is stuffy and conventionally dull to the average American citizen. Radio and TV share the brunt of their piercing wit -- and like it.

For their new TV series, the boys have engaged a talented young actress, Cloris Leachman, to assist them in their sketches. Miss Leachman, who can play comedy or dramatic roles with equal brilliance, has been starred in many TV productions and on the Broadway stage. Completing the cast is Bob Denton, an announcer and

(more)



The following is a list of the most important results of the theory of the earth, as far as the present state of knowledge is concerned. The results are arranged in the order of their importance, and are given in a concise and clear manner. The first result is that the earth is a sphere, and that its surface is curved. The second result is that the earth is a solid body, and that its interior is composed of different layers. The third result is that the earth is a dynamic system, and that its surface is constantly changing. The fourth result is that the earth is a complex system, and that its behavior is governed by a number of different factors. The fifth result is that the earth is a unique system, and that its behavior is not predictable. The sixth result is that the earth is a system of systems, and that its behavior is the result of the interaction of many different systems. The seventh result is that the earth is a system of systems, and that its behavior is the result of the interaction of many different systems. The eighth result is that the earth is a system of systems, and that its behavior is the result of the interaction of many different systems. The ninth result is that the earth is a system of systems, and that its behavior is the result of the interaction of many different systems. The tenth result is that the earth is a system of systems, and that its behavior is the result of the interaction of many different systems.

2 - Bob and Ray

straight man whose "serious approach" to everything provides an effective comedy weapon for Bob and Ray.

A live orchestra will supply the musical background created and conducted by Alvy West. West, "a wild man with the baton," promises that his musical arrangements will be as unconventional and startling as the humor of the two comics.

Bob and Ray are heard on NBC radio at 11:30 a.m., EDT, Mondays through Fridays, and for a half hour every Friday at 8:30 p.m., EDT.

THE BOB AND RAY SHOW on TV will be produced by Coby Ruskin and supervised by Pete Barnum. The advertising agency for Miles Laboratories is Geoffrey Wade Advertising of Chicago.

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NBC-New York, 6/30/52

straight man whose "happy medium" is everything between an
 electric company wagon for two and six.

I have sometimes with a small, stocky, friendly
 and composed by Ray, that "it will be with you soon,"
 however that his small, friendly will be as comfortable and
 starting as the sound of the bell.
 And now Ray has come to the point of the bell, Ray,
 through through, and the bell is now being struck at 11:11
 p.m., 1971.

The two are all over it will be coming in two hours
 and connected to the house. The scheduled sound the house
 situation is normal with nothing in between.

Bob and Ray, 1971

NEARLY 18 MILLION HOMES WITH TV TO BE ABLE
TO WATCH THE POLITICAL CONVENTIONS

Approximately 17,900,000 U.S. homes will have television receivers when the Republican convention starts on July 7, and 99.9% of these homes will be able to watch live network programming from Chicago, according to an estimate released today by Hugh M. Beville, Jr., director of Plans and Research for the National Broadcasting Company.

Four years ago, during the 1948 political conventions, there were only 420,000 TV homes in the nation and 73.2% of them were able to watch network programming direct from the convention.

This year, Beville predicted the television coverage of the Republican and Democratic conventions would each attract around 70,000,000 viewers. In 1948, only 1,000,000 people saw the conventions on TV.

He estimated that 40% of all U.S. homes will have TV sets by convention time this year, as compared with 1% four years ago.

Beville reported that final estimates covering TV installations during May, 1952, boosted the nation's total set count to 17,627,300 as of June 1. This was an increase of 336,500 over the May 1 total. In 1951, the May increase was 260,400.

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NBC-New York, 6/30/52

'A LIFE IN YOUR HANDS,' MYSTERY-ADVENTURE RADIO SERIES
 CREATED BY ERLE STANLEY GARDNER, RETURNS JULY 10
 WITH CARLTON KADELL AS 'FRIEND OF THE COURT'

A LIFE IN YOUR HANDS, mystery-adventure series created by Erle Stanley Gardner, will return to NBC Thursday, July 10 for its third Summer season in the time spot of the vacationing "Father Knows Best" program (NBC radio, Thursdays, 8:00 p.m., EDT).

Carlton Kadell will star again as Jonathan Kegg, a lawyer who serves as a "friend of the court" in homicide cases. His penetrating cross-examination of disinterested persons helps establish innocence or guilt of figures in the mystery drama.

On the July 10 program, he probes a case of murder on a tropical isle. The leader of a trio of crooks is found slain in his wife's room, with the door locked and the windows shut. His wife, the only other person in the room, is suspected as the killer, but Kegg finds the key to the murder in the testimony of an innocent bystander.

"A Life In Your Hands" is a Bell Production. The script is by Doug Johnson.

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JOHN C. SWAYZE COMMENTATOR FOR 'CITIZEN VIEWS NEWS'

John Cameron Swayze, noted newscaster, succeeds the vacationing Robert Montgomery on the NBC radio program, A CITIZEN VIEWS THE NEWS (Mondays through Fridays, 10:30-10:35 p.m., EDT).

Swayze will be heard as news commentator on the program through July 22. Life magazine continues as the sponsor.

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A LIFE IN YOUR HAND, A MYSTERY-ADVENTURE RADIO SERIES
CREATED BY ERIC TERRY GARDNER, BEGINS JULY 10
WITH RADIO NARRATOR AS TOLD BY THE GARDNER

A LIFE IN YOUR HAND, A MYSTERY-ADVENTURE SERIES CREATED BY
ERIC TERRY GARDNER, WILL BEGIN TO AIR THURSDAY, JULY 10, 1942
THIRD SUMMER season in the same spot at the Washington "Radio House"
"Life" program (ABC radio, Thursdays, 8:00 p.m., EDT).
Radio House will also begin at 10:00 a.m. a lower
who serves as a "friend of the world" in similar cases. The program
featuring a new presentation of distinguished radio talent (including)
introduction to radio of the mystery drama.
On the July 10 program, he gives a tale of murder on a ship.
first time. The leader of a tale of murder is told again in his
with a room, with the same narrator and the same story. The wife, too,
only other person in the room. It is supposed as the killer, but long
finds the key to the murder in the position of an innocent operator.
"A Life in Your Hand" is a radio production. The series is

by Eric Gardner.

JOHN C. TERRY GARDNER, THE "LIFE IN YOUR HAND"
John Gardner, noted broadcaster, presents the series
radioing radio program on the radio house, a radio series
THE NEWS (Monday through Friday, 7:30-8:00 a.m., EDT).
Series will be heard as news commentary on the program
through July 22. The magazine continues as the program.

GENERAL FOODS CORPORATION TO SPONSOR
FIVE SEGMENTS OF 'TODAY' PROGRAM

The General Foods Corporation will sponsor five five-minute segments for two of its divisions, on NBC Television's TODAY program starting Monday, July 7.

Three of the five-minute "Today" segments purchased by General Foods will be sponsored by the Jell-o Division, through the advertising agency, Young & Rubicam. The Jell-o Division segment will be seen on Tuesdays, Thursdays and Fridays, with the Tuesday segment running 13 weeks and the Thursday and Friday segments 12 weeks.

In addition, Post Cereals Division of General Foods will sponsor two other segments weekly starting Monday, July 7 for 11 weeks. Product to be advertised on the Post Cereals Division purchase of "Today" is Sugar Crisp. Agency for Sugar Crisp is Benton & Bowles.

"Today" is seen Mondays through Fridays over the NBC television network (7:00-9:00 a.m., EDT and CDT), with Dave Garroway, and is currently one of the highest rated daytime shows in television.

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BOB HOPE TO PLAY IN EXHIBITION GOLF MATCH FOR BENEFIT
OF CEREBRAL PALSY FUND; SID CAESAR TO REFEREE

NBC comedy star Bob (Always Available) Hope will head a four-some of top-flight golfers in a special exhibition golf match for the benefit of the United Cerebral Palsy Fund on Friday, July 4, beginning at 2:30 p.m., EDT. The match, which will be open to the public, will be played at the Concord International Golf Course of the Concord Hotel at Kiamesha Lake, N.Y.

Joining Hope in the benefit game will be golf pros Ben Hogan and Jimmy Demaret and vocalist Don Cherry, who has won more than 30 amateur gold tournaments during the past six years. NEC-TV comedian Sid Caesar will be the official referee for the exhibition match.

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NBC-New York, 6/30/52

GENERAL FOODS CORPORATION TO ANNOUNCE
WITH INTEREST IN TODAY'S FUTURE

The General Foods Corporation will announce five five-year plans for the future of the Division, on the Division's 1964 program meeting Monday, July 1.

These are the first such plans since the company's formation in 1928. The plans will be announced by the Division's President, Mr. J. Edgar Hoover, at the Division's 1964 program meeting, which will be held at the Division's headquarters in Washington, D.C., on Monday, July 1. The plans will be announced at the meeting, which will be held at the Division's headquarters in Washington, D.C., on Monday, July 1.

In addition, the Division's President will announce that the Division will be expanding its operations in the food processing industry. The Division's President will also announce that the Division will be expanding its operations in the food processing industry. The Division's President will also announce that the Division will be expanding its operations in the food processing industry. The Division's President will also announce that the Division will be expanding its operations in the food processing industry.

DO NOT TRY TO PLAY IN EXHIBITION ONLY MATCH FOR 1964

ON CHAIRMAN'S TABLE FROM THE CHAIRMAN'S TABLE

THE CHAIRMAN'S TABLE FROM THE CHAIRMAN'S TABLE (1964) will be a special event for the Division. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division.

Joining him in the Chairman's Table will be the Division's President, Mr. J. Edgar Hoover, and other Division executives. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division. The Chairman's Table will be a special event for the Division.

CREDITS FOR 'MISTER PEEPERS' ON NBC-TV

TITLE: "Mister Peepers"

TIME: NBC-TV, Thursdays, 9:30 p.m., EDT.

STARTING DATE: July 3, 1952.

FORMAT: Situation comedy.

STAR: Wally Cox as Robinson Peepers.

CAST: Norma Crane as Rayola Deen,
Joseph Foley as Gabriel Gurney,
David Tyrell as Charlie Burr.

PRODUCER: Fred Coe.

DIRECTOR: James Sheldon.

WRITERS: David Swift and Jim Fritzell

MUSIC DIRECTOR: Bernie Green.

SPONSOR: Ford Dealers.

AGENCY: J. Walter Thompson Co.

ORIGINATION: New York.

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NBC-New York, 6/30/52

CREDITS FOR "MILK AND HONEY" ON NBC-TV

WITNESS: "Milk and Honey"
TIME: 8:30-9:00 P.M., Thursdays, 9:30 P.M., EDT.
STARTING DATE: June 1, 1952
SCENARIO BY: "Milk and Honey"
CAST: "Milk and Honey"
DIRECTOR: "Milk and Honey"
WITNESS: "Milk and Honey"
MUSIC BY: "Milk and Honey"
PRODUCTION: "Milk and Honey"
AGENCY: "Milk and Honey"
LOCATION: "Milk and Honey"

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